

**THE MACLEAN'S POLL**

# Maclean's

JANUARY 6, 1986

CANADA'S WEEKLY NEWSMAGAZINE

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## A National Report Card

### THE FEARS

AIDS, Unemployment,  
Nuclear War

### THE SATISFACTIONS

Incomes, Status,  
Sex Lives





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CANADA'S WEEKLY NEWSMAGAZINE

# Maclean's

JANUARY 4, 1992 VOL. 30 NO. 1



## THE MACLEAN'S POLL

The second annual Maclean's/Dominion Poll, this year involving 1,575 Canadians, revealed a remarkably confident land, where people are concerned about the less fortunate and committed to hard work. But the 31-page special report also indicates that the spirit of optimism is tempered by growing unease about unemployment, nuclear war, AIDS and the gap between rich and poor.

### POLL

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COVER ART BY BOB FICKLER









## OFFICE AUTOMATION: HOW MUCH IS TOO MUCH?

Sometime last year North American business crossed a technological Rubicon. For the first time in our history, capital investment per office worker exceeded that per factory hand.

Like it or not, information has finally surpassed material goods as our basic resource.

Walter Weston, ex-Citicorp chief, likens information to a new form of capital, one that is arguably "more critical to the future of the American economy than money capital."

Every day brings news of faster, smaller, more capable devices to serve the 70% of us who now work with this new form of capital.

—continued on next page—

*continued from preceding page*

But while the trend spotters on their mountaintops cheer this "Second Industrial Revolution," the view from the front lines is not so rosy.

Too often, new devices are an uneasy fit with their sister machines of just a year ago. Too often, systems intended to simplify office life have the opposite effect. Grouses one manager: "The more business machines we buy the more we seem to need."

Change is rampant. The stakes are high. Confusion is king.

**RASCALS.** The best way to make sense of all this technology may be to

ignore the whole business for a week or so and think about how your office works instead.

Who uses what kind of information? Where does it come from? What do they do with it?

No company on earth has pockets so deep that it can afford to automate every aspect of its business. Some hard choices lie ahead.

Now, in a typical office, 75% of the salary dollars go to managers and professionals. The systems that spare these expensive rascals from a morning meeting or an hour of returning phone calls may be a better investment than one that does a whole day's work for someone else.

Now, the lion's share of time spent

in any office is spent conversational: listening, talking, chasing down stray facts, dealing with mail.

Were you to keep a log, you'd be appalled by how little time you have for actually producing "work" (Par for senior executives: about 15%.)

To leverage time, look for ways to reuse information more efficiently.

A desktop computer can perform in minutes the spreadsheet analyses that used to gobble hours. But how much is gained if the figures still walk from office to office in a mail cart?

Now, streamlining the internal workings of your office may be less profitable than automating ties with customers or suppliers.

Japanese style "just in time" deliveries from suppliers are helping U.S. automakers slash inventory costs. Computerized flight information systems have given some airlines a strategic advantage with travel agents. No company succeeds alone.

**BALANCE.** Complicating the question of where your systems dollar is best spent is where you spent it last time out. And the time before that. A lot of past choices are coming back to haunt today's manager.

Reason: most of the systems clicking away in offices today were purchased in a carter—when phones were phones, computers were computers, and "office automation" meant word processing and copiers.

Now the walls between these separate technologies are tumbling down. Some office telephone systems can now process data. Computers have evolved that can communicate

“

*Today's customer must strike a balance between making the most of what's on hand and fighting like crazy to keep next year's options open.*

”

It's drawing on customers and vendors alike that the future belongs to the integrated business system.

Today's customer must strike a balance between making the most of what's on hand and fighting like crazy to keep next year's options open.

**MISSING LINKS.** Between today's la carte systems and the office-wide, integrated everything of tomorrow is—what?

For many companies, the missing links are networks. By permitting different kinds of computers and other devices to share information, networks can pull today's stand-alone

business machines into organized "islands" of automation.

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This means that many an existing telephone network can double as a highway for business data—and that "office automation" need have no geographic limits.

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vender does some things better than the other guys. While communications and data networks are drawing-board doodles in some shops, they are bread and butter tools at AT&T.

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**SUCCESS.** Like the first Industrial Revolution, this one will lift some companies and confound others.

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*No company on earth has pockets so deep that it can afford to automate every aspect of its business. Some hard choices lie ahead.*

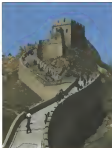
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### A plea for recognition

I read with interest "The Limits of tolerance" (World/Cover, Nov. 25). I am astounded, however, that an article of at least equivalent length was not devoted to the persecution of Ukrainians, who account for the majority of Soviet political prisoners and are rarely allowed the privilege of emigration. How many more Ukrainians have to be exterminated before a nation of 50 million people receives recognition as a Canadian "sevensignage"? —STEPHAN HEDLEY, Toronto

### Canadian or culture clones?

Regarding "Getting rich—and selling out" (Column, Dec. 8) the "pull of foreign culture" is a badly propagated myth. I, for one, am tired of incessantly hearing how U.S. entertainment will eventually make us into cultural clones. Television is still entertainment based on choice. We are Canadians first and watchers of American TV second. Between the two is an enormous area called Canadrama. You can't define it, but you know it is there. We see *Clash of the Titans*—and *Clashers*. Mill says a lot. —ROBERT GREGG, Nipigon, Ont.

### 'Domesticated' bliss

In your article "Quebec's waterbedded election" (Column/Cover, Dec. 2), you have a photo captioned "Johnson family in 1966." There are six people in the photo, but in the caption you give the names of only the three men. The three females in the picture are household pets, not worth naming obviously.

—DAVID OUCHARD, Sudbourn, Sask.

### Taking a stand

The battle to save British Columbia's South Morayby wetlands ("The battle for an island forest," Environment, Dec. 8) once again illustrates the juxtaposition of native rights and environmental concerns in the struggle for life in B.C. In fact, we are also fighting to save a truly magnificent landscape from the rear of class action. As the owners of eastern Manitoba freeze over, the forest products company Abitibi-Price Inc. is readying to log inside the boundaries of Abitibi—our province's first wilderness park. The time to take a stand is now—otherwise we will leave a scarred legacy to future generations.

—JOHN BARRETT, Vancouver

Letters are edited and may be condensed. Writers should supply name, address and telephone number. When correspondence is letters to the Editor, Maclean's magazine, 400 Queen Street West, 177 King St., Toronto, Ont. M5V 1A7.



Jeanne Campbell, President

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# A disquieting mood

ESSAY

By Peter C. Newman

Canada's headline writers and sinuous anchor voices spent much of 1985 regurgitating the absurdities of our subverted banks and hairy sans. But beneath the surface of Canadian society the earth began to move.

For the first time since the Great Depression of the 1930s signals of class polarization were identified by the professional pulse-takers of Canadian public opinion. Reported Allan Gregg, chairman of Decima Research Ltd., which Maclean's commissioned to gauge the national mood: "The most significant trend we picked up during the year right across Canada is a growing and potentially dangerous class disparity, in terms of response to common behavior. This is not a question of class definition but the beginning of class-based thinking."

The phenomenon revealed in the second annual Maclean's/Decima Poll found its most immediate expression in the federal scene: the rich adroitly participated in the political process, and the poor felt powerless to influence it. That meant the important core of middle-class values—essential to the Canadian experience—was being eroded.

Canadians have in the past prided themselves as belonging to one of the world's few classless societies,

with most of us categorizing ourselves as adherents of what George Orwell termed "the lower, upper-middle class." The egalitarian impulse that first forged a new nationality across the top half of the North American continent is under intense pressure.

For many of us, that may be just a disquieting thought, for Brian Mulroney it could mean a political lynching. Here is a Prime Minister elected mainly because his pragmatic style and thousand-watt smile suggested he might be able to reconcile the country's social and economic interests. But instead of being benign burghers ready to put aside individual concerns for the sake of the national good, we have become a hard-bitten crew of easy crafters, more concerned with protecting our own turf than in improving our neighbors' lot.

That tight-fisted attitude was most apparent during the past 12 months in the backlash to Ottawa's tentative probes at the populist deficit left by Pierre Trudeau. Everyone, it seemed, agreed that federal funding had to be slashed, so long as not a penny of the cuts was removed from their own pockets. Demand for deficit reduction remained as strong as resistance to the means of achieving it.

In such jealous trust, polarization of the haves and have-nots, the tension among geographical regions and even the conflict inside families were growing worse

The blighting economic recession of the early 1980s turned Canadian anger at the Trudeau and Clark governments, blaming not the process but the people in charge. When Mulroney swept to power, most voters were pleased that they had changed the players and expected their problems to be resolved. But with last summer's bank bailouts, the trust affair and all the other things that went wrong, the conclusion was that it isn't the people who are to blame but the system itself.

In the face of such widespread and exponentially multiplying disillusionment, governments—including the provincial administrations of British Columbia, Alberta, Saskatchewan, Manitoba, New Brunswick and Prince Edward Island, which are all facing elections during the next 12 months—are caught in a trap. With widening class disparity making any kind of operational consensus increasingly difficult to achieve, the temptation of elected politicians was to do very little, so that voters at least did not have anything new to get riled about. Yet "doing nothing" proved to be as equally certain prescription for defeat, because an ineffectual government inevitably becomes a victim of the popular assessment that it is not a viable agent of change and therefore deserves to be ousted out. (The Ontario and Quebec administrations have already lost power due to just such a sequence of circumstances.)

Despite the political stress, the signs of renewed economic prosperity, while not universal, were easy enough to observe. Car sales had climbed to a new plateau, and most of the action was concentrated at the top price ranges. Housing starts—a valid indicator of consumer confidence—were buoyant, with close to 165,000 expected for the year, the highest total since 1981. The stock market—a fairly reliable barometer of economic trends—was setting new highs. The failed

yeppos, who belated their pretension by being adamantly conspicuous consumers (and will one day all grow up to look like professional bowlers), were caught up in feverish spending sprees.

By the end of 1985 Canada was in a dangerously fractious mood. Even those Canadians fortunate enough to be part of the good life were feeling uneasy, certain there were more potential benefits to be gained than they were already enjoying. Solidarity, for a growing segment of the population, seemed to have become Canada's official religion.

The 1985 event that crystallized that and all the other stirrings of disquiet was the midyear federal budget. That ill-considered document seemed to broadcast a signal that the government was sanctioning the dismal notion that there was nothing wrong with the rich getting richer while the poor grew poorer. The fact that old-age pensions were cut back, while millionaires were allowed to claim tax-driven capital exemptions far their old masters and their young mistresses, reinforced the rampant class-conscious split. The perception that Ottawa had turned against the old and the needy crumpled the government's numbers ratings, causing one of the steepest drops in popularity since that sort of poll was first taken. The barriers to social and economic advancement were becoming institutionalized.

And so, at mid-decade, Canada was caught in a peculiar trap. The economic indicators were pointing up, and, compared to most other countries, Canada was a hard left sprawling with more opportunities than it was earned with problems. Still, many Canadians were beginning to feel that the solution to what was troubling them could not be found within orthodox politics. That essential middle ground between seaginess and despair was growing dangerously narrow. ☐





# A national report card

**In your opinion what is the most important issue facing Canada today, the one about which you yourself are most concerned?**

Unemployment	35%
Youth Unemployment	10%
Economic Issues	16%
Social/Moral Issues	9%
Nuclear War/World Peace	7%
Government - Central/Spending	6%
Free Trade	3%
Other	8%
No Problems/Don't Know/No Response	7%

**Thinking about the future, in general would you say you are very optimistic, optimistic, pessimistic, or very pessimistic about your personal economic prospects?**

Very Optimistic	8%
Optimistic	71%
Pessimistic	17%
Very Pessimistic	2%

*Poll results may not always add up to 100 per cent because figures have been rounded off and the "no opinion" category has been omitted.*

What a difference a year makes to the mood of the nation. A year ago the inaugural Maclean's/Dominion Poll of public opinion reported that Canadians were in a buoyant frame of mind. They had great expectations of a new Conservative government under Prime Minister Brian Mulroney. They had come through the worst of a grueling economic recession and were looking forward to increasing personal prosperity. The question of negotiating free trade with the United States scarcely existed. And the spectre of an epidemic of Acquired Immune Deficiency Syndrome (AIDS) was almost as remote as Halley's comet—then 404 million miles from Earth. This year, as the second annual Maclean's/Dominion Poll reveals, millions of Canadians have grown more skeptical about Mulroney's performance and outlook, divided on the overall state of the economy, uncertain of the consequences of impending trade negotiations between Ottawa and Washington and worried about catching the invisible AIDS.

At the same time, as 1986 dawned, many values remained constant. The Canadian people once again seemed happy to report general satisfaction. The new Maclean's/Dominion Poll is reported in detail in the next 30 pages. But its overriding—and most reassuring—finding is that Canada continues to be a remarkably contented and confident land, a nation of individuals who believe in hard work while retaining their compassion for the less fortunate. According to the poll, 88 per cent of the population believes that economic success flows from individual effort—rather than luck or privilege. At the same time, the poll shows that Canadians are aware of the troubled world beyond their borders. One vivid example: 57 per cent of respondents said that they or their families had contributed money to African famine relief during 1985.

Overall, 78 per cent of respondents declared that they were either satisfied or very satisfied with their "personal economic situation right now." A year ago the inaugural Maclean's/Dominion Poll found that 76 per cent expressed such satisfaction. As for "personal economic prospects," this year's poll found that 80 per cent of respondents were either optimistic or very optimistic—a response identical to that at the end of 1985. Declared respondent Alin Stanimirovic, a 19-year-old Toronto student whose parents, Robert, 48, and Vilma, 42, emigrated from Yugoslavia in 1953: "We are very happy here, very optimistic. There is a lot of freedom, a lot of opportunity."

But Canadians were far from smug. Once again in 1986, economic issues dominated. The new poll showed deep divisions of opinion about the state of the economy, with a third of the respondents rejecting the prevailing notion that Canada is going through a period of recovery. As well, there was a strong minority—38 per cent—who disagreed with the suggestion that individual sacrifice now would lead to greater general prosperity later.

Unemployment, which currently stands at 10.2 per cent of the work force, remained the predominant concern, with 45 per cent of respondents naming it as "the most impor-



"We are very happy here. There is a lot of freedom and opportunity."

Alin Stanimirovic with parents, Robert and Vilma, and sister Ewa, Toronto

tant issue facing Canada today." A year earlier, when the unemployment rate was 11.5 per cent, 58 per cent cited it as the number 1 issue. The decline indicated that some of the heat had gone from the issue, but the reality of a chronic job shortage continued to trouble Canadians—including the majority who held down a job.

Maclean's commissioned the poll from Toronto-based Decima Research Ltd., one of Canada's best-known opinion research organizations which specializes in public affairs and issues. The objective to test the na-

tion's mood by recording and analyzing the answers to 37 questions. In all, between Oct. 30 and Nov. 2, Decima researchers conducted 20-minute telephone interviews with a total of 1,575 Canadians 18 years of age and over. The sample—it included 75 pre-screened young, upwardly mobile professionals ("yuppies") between the ages of 25 and 45—was scientifically selected to mirror Canadian society in terms of age, income, sex and marital status. And it was geographically weighted to enable inter-regional comparisons. According to Decima chair-

man Allan Gregg. "A sample of 1,800 weighted cases produces results accurate for the whole population within 2.4 per cent 19 times out of 20."

This year's special report on *The Maclean's/Decima Poll* features the voices and faces, the hopes and fears of the people who constitute the country. All respondents received an assurance of anonymity and a pledge that their individual answers would not be divulged. But each was asked whether he or she would consent to a follow-up interview by *Maclean's* reporters. A total of 213 agreed, providing *Maclean's* with a rare chance to record the candid opinions of ordinary Canadian men and women on a wide-ranging list of topics.

#### Politics

A little more than a year ago Canadians swept Mulroney and the federal Conservatives into power with an unprecedented majority, returning 211 Tories to the 282-

worse at protecting the poor compared with only 12 per cent who said he was better. Said Decima's under-research consultant, Bruce Anderson, 26, who supervised the poll: "As might be expected only one year into a mandate, the results indicate a wait-and-see attitude about the Prime Minister."

#### The Economy

The new poll revealed a decline in the number who looked first to government for economic leadership. A year ago 48 per cent of respondents asked government, 22 per cent main business and 10 per cent chose others, while asked to say which of the three they expected to "look after your best economic interests" this year only 48 per cent picked government while 23 per cent chose business and 14 per cent looked to unions. As well, there remained a lack of unanimity as the status and even the direction of the economy. Among respondents, 38 per cent said they believed the economy would recover, only six went through a period of long-term recovery, 21 per cent said the recovery was short-term, and 34 per cent declared Canada was still in the grip of recession.

#### Free Trade

A year ago the issue was virtually unknown. This year, however, two per cent of respondents declared it to be "the most important issue facing Canada today"—then more pressing than unemployment, nuclear war or government spending. And 76 per cent of respondents said that they supported the professed intention of Mulroney and President Ronald Reagan to seek a more open trading agreement between Canada and the United States. Unsurprisingly, free—or "freer"—trade is an issue whose time has suddenly come. But despite their overall support for the concept, 56 per cent said they would oppose it if it harmed their own province. And 37 per cent feared that Washington might prove better than Ottawa at negotiating. Said 49-year-old Peter Maniarka, a Toronto multi-industry classification manager: "We cannot afford to go into this without complete knowledge. It would be dangerous to open up the issue and then turn back on the U.S."

#### Yuppies

As a generation they are at once admired and reviled, with a lifestyle that evokes envy for its conspicuous consumption or contempt for its self-interested materialism. They are the yuppies—the increasingly popular acronym used to describe young, upwardly mobile professionals. According to the poll one adult Canadian in 16 believes he or she is a yuppie, and 18 per cent of the population agrees to become one. But the poll shows that fully half the country is unfamiliar with the word

"yuppie." And among the other half, 31 per cent felt it carried a positive connotation, 38 per cent believed it did not, and the rest of the respondents said the term was merely neutral.

#### Class

Unlike many European and Asian societies long inclined to strict and all but unmovable class divisions, North Americans traditionally have regarded themselves as egalitarians and their society as virtually classless. Indeed, millions of immigrants moved to Canada and the United States to escape beleaguered class structures and to seek a richer life. But according to *The Maclean's/Decima Poll*, as Canadian society has evolved—and matured—it has begun to fragment into divisions of class based on economic status. To be sure, egalitarianism prevails, an overwhelming 89 per cent of respondents placed themselves in the middle classes, while only two per cent described themselves as "upper class." But, significantly, more per cent thought of themselves as "lower class"—a designation that left 66 per cent of its membership either discontented or despairing of moving upward. Decima's Gregg said he regards the apparent emergence of a dissatisfied lower class as a potential problem for Canadian society.

#### Sexuality

The poll reveals that Canadians see themselves as a nation of lovers—strutless, faithful and overwhelmingly satisfied with their sex lives. Asked to rate their physical appearance on a scale of 1 to 10, 74 per cent of respondents ranked themselves at 6 or higher and only four per cent put themselves at 4 or lower. There was also solid evidence that most Canadians do not feel one variety of partners is the spice of sex life. A total of 69 per cent said they had had only one partner in the preceding year, while only seven per cent acknowledged having had four partners or more. At the same time, 74 per cent of respondents claimed to be sexually active, and 89 per cent said that they were either "somewhat satisfied" or "very satisfied" with their current sex lives. Indeed, as the overall poll results made clear, Canada remains a very satisfying place to live, as well as love.

#### AIDS

The highly publicized AIDS-related death on Oct. 2 of Hollywood actor Jack Hudson and continuing media coverage of the frightening disease evidently made a profound impression on Canadians in 1986. Although physicians to date have diagnosed only 484 cases of AIDS in Canada, nearly half the adult population worried about contracting it. Among poll respondents 20 per

cent said that they were "very concerned," and a further 36 per cent said that they were "somewhat concerned" that AIDS would somehow strike them. Although experts say that AIDS is most often transmitted through sexual contact, 56 per cent of respondents declared that they had not changed their sexual habits because of it.

#### Fears

Despite their general sense of well-being, most Canadians go about their daily business accompanied by fundamental fears or subconscious phobias. Such concerns are all but universal, part of the human condition, and Canadians are probably no more timorous than any other national group. Indeed, a full 24 per cent of respondents claimed to have no constant worries or no opinion. But the vast majority of respondents, asked to mention only one fear or phobia, was less intrepid. The most frequently cited fear, the threat of war, particularly



"Results accurate for the whole population."

Allan Gregg, Decima Research Ltd.

cent House of Commons. But analysis of this year's poll responses suggests that the public's concern about nuclear war for the Prime Minister has cooled somewhat on his government has come increasingly under fire in the crucible of high office. Mulroney could take comfort from the knowledge that 31 per cent of respondents credited him with doing a better job than his predecessors in "helping the country work together," while only 16 per cent said he was doing worse. And 25 per cent declared he was better than previous Prime Ministers at improving the economy and creating employment while 59 per cent said he was not performing as well. Less comforting for Mulroney, a full third of respondents thought he was doing a worse job of "being open and straightforward with the public" while only 20 per cent said he was doing better. And 31 per cent said he was



"It would be dangerous to turn back on the U.S."

Peter Maniarka, Toronto

nuclear war—mentioned by 16 per cent. The most commonly cited phobias, heights, including the fear of flying.

#### Foreign Aid

The internationally televised July 12 Live Aid rock-music spectacular for African famine relief was only a one-day event. But it raised a worldwide total of more than \$68 million and touched millions of Canadians. It also helped change attitudes about the overall question of foreign aid. No fewer than 55 per cent of respondents said they watched at least part of Live Aid. And 34 per cent said Live Aid had helped persuade other Canadians to do more for the world's needy.

—ROBERT MILLER in Toronto

# A government on trial

**A**s about the halfway point of an unusual Canadian political year—at 10:45 a.m. on Friday, June 28, 1982, to be precise—Prime Minister Brian Mulroney sagged visibly during his final press conference before the summer break. He had been asked about an upcoming policy decision regarding free trade and, with an unexpected hint of bitterness, implied that it probably did not much matter what he did about anything. Canadians, the Prime Minister said, greet most nations with "an overwhelming degree of ambivalence. You'd get six of one, lose a half dozen of the other."

Six months later Mulroney's measure of his electorate has turned out to be remarkably similar to the people's measure of him. Canadians have had well over a year to pass judgment on the Mulroney government, but the one principal conclusion to be drawn from the poll—the second of the annual Maclean's/Decima Poll—is that, as Decima senior research consultant Bruce Anderson concluded, "the jury is still out." In terms of the Prime Minister's performance, 37 per cent of Canadians said they were satisfied, 33 per cent said they were not—and the remaining 30 per cent had no opinion.

The fact that sympathy remains even slightly on the side of the Prime Minister is, according to one of Mulroney's senior advisers, a "comforting" sign, considering that the poll was taken at the beginning of November. At the time, the Mulroney government was still reeling from a series of public opinion disasters that began with the controversial August voyage of the United States Coast Guard icebreaker *Pelice* through Canadian Arctic waters and carried through the bank failures, the racist taxi scandal and two other recent controversies. Still, the adviser added, "It's pretty bloody obvious that there's going to have to be a bit more work done. The public tolerance for families and dropped balls is not bottomless."

**Credibility:** Where Mulroney does appear to have done well is in the public's assessment of his work in two of the three priority areas that his new government specified in the throne speech of Nov. 3, 1982: national reunification and economic renewal. But one area in which he has fared poorly is the third leg of that stance—so-



Below, Mike Mulroney: "The jury is still out"

cial justice. And he did not get high marks for public candor. Respondents were asked to compare his performance with that of previous Prime Ministers in four categories: job creation and improving the economy, helping the country work together, being open and straightforward with the public and protecting the poor and disadvantaged. He scored relatively well in the first two categories but relatively poorly in the others. Indeed, just 12 per cent of respondents perceive Mulroney as being a superior champion of the disadvantaged, while 20 per cent think he is worse than other Prime Ministers. And in terms of "being open and straightforward with the public," one in three poll participants said he is less credible than his predecessors, and only one in five said he has more credibility.

**Disappointments:** Many of the Prime Minister's difficulties can be traced directly to the sense of indecision that has plagued his office. Two years ago, before becoming leader of his party, Mulroney published a small booklet titled *Where I Stand*, in which he announced that, once government has spoken, "there can be no turning back, no exceptions and, in the face of resistance, no compromise." That resolve faded on June 27, the day the federal government backed away from its budget plan to eliminate automatic increases in old-age pensions pegged to the annual rate of inflation.

Indeed, throughout much of 1982 Mulroney was beset by resistance to his best intentions, with several potential government successes marred by an unexpected setback. In one case, the day after the signing of the Atlantic Accord an energy with Newfoundland Premier Brian Peckford last February, the resignation of Defense Minister Robert Gidycz darkened the glow (Gidycz had visited a strip club in Las Vegas, West Germany, during a NATO tour in the fall of 1981).

The Prime Minister strove at every opportunity to detail his government's successes—a Western Accord in energy, more than 300,000 new jobs created, interest rates and inflation down. But the disappointments continued. During the very week in September that his government tackled the Arctic sovereignty issue with a strong statement on Northern Canadian claims and countered continuing patronage charges with strong conflict-of-interest guidelines, Mulroney was severely damaged by the resignations of Fisheries and Oceans Minister John Fraser

Overall, how satisfied are you with the job the Prime Minister is doing? Would you say you are very satisfied, satisfied, neither satisfied nor dissatisfied, or very dissatisfied?



Over the past several years, have your expectations of what the country's political leadership can accomplish been raised, kept lowered, or stayed at about the same level as they always were?



over the tuna affair and Communications Minister Marcel Masse over allegations of campaign overreaching.

**Trouble:** Approval for Mulroney's performance remains highest in the Prairies (43 per cent compared to the national average of 37 per cent). He is almost as popular in his home province of Quebec and in the Atlantic region (43 per cent in each case). When the results are broken down by age and economic group, the Prime Minister gets his best rating from those aged 18 to 24 (46 per cent) and the young, upwardly mobile professionals commonly known as "yuppies" (45 per cent). On the other hand, the Prime Minister did not do as well among older respondents. Among those aged 55 to 64, 47 per cent said they are dissatisfied with him, compared to a national average of 33 per cent. Among those actually retired, dissatisfaction runs at 43 per

As you know, Prime Minister Mulroney has been in office for a little more than one year. Comparing his performance to that of other Canadian Prime Ministers, would you say he is doing a much better job, a better job, about the same job, a worse job, or a much worse job in each of the following areas?

*Taking steps to help improve the economy and create jobs*

Much Better Job	3%
A Better Job	22%
About the Same Job	56%
A Worse Job	14%
A Much Worse Job	4%

*Being open and straightforward with the public*

Much Better Job	3%
A Better Job	17%
About the Same Job	46%
A Worse Job	25%
A Much Worse Job	8%

*Making sure that the poor and disadvantaged are protected*

Much Better Job	1%
A Better Job	11%
About the Same Job	55%
A Worse Job	23%
A Much Worse Job	7%

*Helping the country work together*

Much Better Job	4%
A Better Job	27%
About the Same Job	52%
A Worse Job	12%
A Much Worse Job	3%

cent—evidence that suggests the June debate over pension increases may have badly harmed the government. Other segments showing relatively high dissatisfaction with his performance are the unemployed (50 per cent) and Ontario respondents as a whole (38 per cent).

Indeed, Ontario often surfaces in the poll as a potential Mulroney trouble spot. Respondents in the most populous province were more likely than those in other parts of Canada to say the Prime Minister had done worse than his predecessors in "taking steps to improve the economy and create jobs" (24 per cent compared to the national average of 18 per cent), worse at "being open and straightforward with the public" (45 per cent compared to the national average of 33 per cent), worse at protecting the disadvantaged and poor (38 per cent compared to 31 per cent), and worse at "helping the country work together" (18 per cent compared to 15 per cent). As well, Ontario residents were more likely than others to say that their expectations of political leadership in general had been lowered over the past several years. While a strong majority of Canadians (85 per cent) expressed no change, a small portion (14 per cent) claimed their expectations had risen and a larger number (22 per cent) said they had been lowered. In Ontario, the last figure rose to 38 per cent. Said one Ontario respondent, Toronto salesman Donald Macintosh, 25: "Mulroney has got everything except ideas and fortitude."

Still, the poll indicates that Mulroney has managed to impress as many Canadians as he has disappointed. Poll respondent Rachel Barville, for one, a 32-year-old chef from St. André-de-Les-Érables, Que., is delighted with Mulroney's performance and says she welcomes his leadership in moving toward such matters as free trade. "I'll keep his promises later," said Barville. "Right now he has got to establish his name and establish the government and build his team of ministers—there's a lot of work for him to do."

But the poll suggests that roughly a third of respondents do not feel strongly either way about Mulroney's performance. Instead, they share the ambivalence of Robert Bedor, a 36-year-old land surveyor from Bridgewater, N.S., who voted for Mulroney and now feels "slightly disappointed," but is not ready to give up on him yet. "Nobody can live up to all they have promised," said Bedor. "My friends say they don't trust him and he's slow and a smoothie and I have always suspected that he was not."

**Wonders:** In the poll the Prime Minister emerges a marginal winner in the fight to improve the economy and create jobs following the long recession of the first third of the decade (16 per cent said he was doing a better job than his predecessors, 24 per cent said he was worse). Groups more likely to say Mulroney was doing well in the economic areas included men in general, respondents with a household income of more than \$40,000, students and respondents aged 18 and 19, self-described yuppies and those who live on the Prairies. "He hasn't worked wonders as far as economic renewal goes," said Dorothy Pfeiffer, a 58-year-old part-time news clerk in Prince Albert, Sask. "But I don't think it's possible to work wonders." Still, the critics feel strongly about the government's promised facts. Said Jake Volaky, a retired farmer from Myraman, Alta.: "It doesn't look like he's helping the economy. I can't see it. The big shots are doing fine, but the poor aren't."

Such sentiment shows up clearly in the Mulroney poll. While a majority of respondents (52 per cent) said that Mulroney is no better or worse than his predecessors in helping the poor and the disadvantaged, 31 per cent said he is doing a worse job while only 12 per cent credit him with

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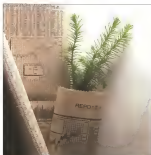
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## FEARS

# A dread of total war

**M**arc Gosselin is haunted by the fear that nuclear war means the security and security of his life in Montreal. The 57-year-old retired bank manager jogs seven kilometres a week and he belongs to an informal investment group with friends. Almost every week he and his wife, Gilberta, get together with their two daughters and two sons, aged 37 to 35, and his three-year-old granddaughter. But Gosselin cannot escape the fear that a quarrel half a world away could blight the lives of his descendants. "I keep thinking about what life will be like by the year 2000," the respondent to The Montreal/Denisia Poll said in a subsequent interview. "I have a fear that nuclear war will happen, but not just between the United States and the Russians. I believe that the Ayatollah Khomeini has the bomb as do other small countries."

**Disturbings:** War was the most frequently cited specific concern of the 1,575 respondents in The Montreal/Denisia Poll who were asked, "If you had to name one fear or phobia which you have which bothers you the most, what would it be?" While 34 per cent cited the fear of war, especially nuclear war, the other wide-ranging answers provided a disturbing glimpse into the many pressures and problems of Canadian life. Thirteen per cent cited economic concerns, with six per cent worrying about unemployment and the other half citing such financial difficulties as "making house payments." Twenty per cent volunteered a range of four fears about their physical well-being and that of their family. Eighteen per cent had no worries or no opinion. Fears seemed to strike Canadians of all social groups and ages randomly. "The one thing which does tend to stand out from demographic analysis is the frequency with which some groups mention war," said Bruce Andersen, Denisia's senior research consultant.

That dread of war was cited more often by younger people, rural inhabitants and Quebecers. And the statistics offer some fascinating comparisons. Twenty-two per cent of the respondents aged 35 to 44 expressed concern about nuclear war while only 15 per cent of those 65 or older shared that fear. Thirteen per cent of the respondents in urban areas worried about war compared to 20 per cent of the people in rural areas. And 24 per cent of Quebecers mentioned war, while only 13 per cent in

Ontario and 19 per cent in British Columbia cited it. The Quebec statistic mirrored Denisia's Andersen. He noted that while the "fear of war" category was high, far fewer Quebecers were afraid of heights, flying or falling than in other provinces. While the fear of Denisia's residents cited the "heights" category, a mere three per cent of Quebecers mentioned it. "Previous research suggests that Quebecers are more oriented to speak about broad social or moral issues instead of personal ones," said Andersen. "That concern may in part explain their reduced focus on idiosyncratic fears."

By contrast, the poll clearly demonstrated the respondents' gripping fears about their own—and their children's—physical and financial well-being. Respondent James Harris, 35, a part-time special education teacher in Calgary and a member of a 10-month-old child, said that since she became a parent her principal worries have been centered on her child. "It makes me sick—violence and sexual abuse against children," she said. Another respondent, Toronto sales representative Donald Macintosh, said he fears somehow losing his independence. "I would have to lose my ability to take care of myself," he said.

**Macabres:** The poll also identified what Denisia termed "idiosyncratic fears," ranging from understandable concerns to the unusual and the macabre. One respondent was afraid of slumping. "Just that I might not wake up." Other cited fears of dementia, choking, freezing in the snow and driving over bridges. Gary Rhoads, a 31-year-old word processor with the Ontario government, said that he had a fear of falling down a staircase. "I once fell through a window because I was trying to avoid the stairs," he explained. Respondent Isabel Mysko, a 30-year-old pregnant mother of three from Kinross, Ont., said that she and her husband, Douglas, worry because values that they cherish as devout Catholics are disappearing. "Even the television shows of 20 years ago like *Leave It to Beaver* were solid, family-type shows," she said. "Now most of the programs show broken homes or rebellion within the family." No nuclear war they described it, the underlying concern of poll respondents was that, somehow, they could lose control of their lives.

—MARY JANKIN with ANN WALSHLEY in Toronto



"I think about what life will be like by the year 2000."

Marc Gosselin, Montreal

# Optimism and realism

Many people say that unemployment is the problem which most concerns them. Thinking about how other economic concerns—interest rates, the federal deficit, the value of the dollar and inflation—which one of these are you most concerned about?

Interest Rates	14%
Inflation	36%
Deficit	26%
Dollar	26%

How satisfied are you with your own personal economic situation right now? Would you say you are...

Very Satisfied	11%
Satisfied	62%
Dissatisfied	21%
Very Dissatisfied	6%

Some people say that for the economy to get better in the future, the average Canadian is going to have to make sacrifices in terms of wage demands and government services.

Others say that things seem to be going no worse than that there kinds of sacrifices are not really needed.

Still others say average people making sacrifices does not help much either way, and we should all just concentrate on making our own situation better.

Which one of these three points of view best reflects your own?

Sacrifices still needed	53%
Sacrifices no longer needed	8%
Sacrifices don't help	38%

The country's economic health is a topic of concern to every Canadian. Taking the economic pulse of the nation occurs daily in two clubs, barely noticed and barely considered. Canadians may not have cared before the 1985 recession about the value of the dollar and unemployment rates, but now many track the numbers of the recovery with the practiced eye of a statistician. After all, the economic well-being of the country is a mirror of their own financial state. And according to the results of The Maclean's/Dominion Poll, Canadians are feeling good these days, despite concerned concerns about the country's high unemployment rate. Said respondent Douglas Taylor, a 32-year-old former university student in business and economics who works as a part-time contractor in Vancouver: "People are a lot more optimistic now."

And with ample reason. Canada's economy performed well beyond the expectations of many of the experts during 1985. Economists predicted at the start of the year that real growth—as measured by gross national product—would average three per cent. In fact, the growth rate climbed during the year to more than four per cent—and may even reach 4.5 per cent when government figures for the year are released later in March. That impressive performance was accomplished without an outbreak of serious inflation. The cost of living rose by an average of four per cent in 1985 and is expected to remain stable or decline slightly in 1986. And interest rates remained relatively low, hovering around the 10-per-cent mark.

**Optimistic:** Indeed, many respondents in the second annual Maclean's/Dominion Poll were clearly buoyed by the economic recovery they saw around them. For one thing, 73 per cent of those surveyed said they were "very satisfied" or "satisfied" with their "own personal economic situation"—barely changed from last year's 76-per-cent satisfaction. And 86 per cent of respondents said they were "very optimistic" or "optimistic" about their personal economic prospects—the same as in 1984. Said Anderson: "People were anticipating better times coming out of the recession. Now many more those times are upon us and they continue to expect more of the same." As well, two-thirds of those polled said that they believed the economy was either in a "long-term" or a "short-term" recovery.

At the same time, there is an undercurrent of uncertainty beneath the basic optimism. Respondents continued to be concerned about the high level of unemployment—10.3 per cent in November. And there were clear indications that Canadians might be giving up on the advice that "sacrifices in terms of wage demands and government services" were needed "for the economy to get better in the future." As well, fewer of them were relying on government to look after their "best economic interest." The most satisfied with their financial situation were high-income earners (90 per cent compared to the national average of 73 per cent), people over 65 (80 per cent) and the university-educated (79 per cent). Those most likely to say they were dissatisfied included low-income earners (46 per cent compared to the average, 27 per cent) and the unemployed (54 per cent).



Robotic washing at Ford Motor Co. in Oakville, Ont. "People demand less, much. We are never happy; we are greedy."

Similarly, the respondents more likely to say they were optimistic about the future included high-income earners (86 per cent compared to the poll average of 80 per cent), those 30 to 39 years old (96 per cent) and people (87 per cent). Those more likely to be pessimistic were rural dwellers (35 per cent versus the average of 19 per cent), the unemployed (39 per cent) and those with an elementary school education (36 per cent).

Quebec respondents posed an interesting contrast: more people tended to see a dim economic future for themselves personally (54 per cent compared to the poll average of 19 per cent), but they were also more likely to say the Canadian economy was in a period of recovery. Certainly, optimism about personal financial well-being sometimes had little to do with a respondent's actual situation. Adrian Vanderwood, a 38-year-old London, Ont., resident with five children, said that he had a household income of \$35,000 a year. With plans to

pay off his home mortgage next year, Vanderwood said a major problem in Canada was that people are greedy—"They want two cars, a boat and a cottage."

**Unemployment:** For Maclean's/Dominion Poll respondents, the chronic problem of the 13 million unemployed Canadians continues to be a worry—although there has been a drop in concern from last year's poll results. In 1985, 45 per cent of those surveyed cited unemployment as "the most important issue facing Canada today"—a drop of seven per cent from 1984 when the same question was asked. Said one cynical respondent: "We are complacent about unemployment, and I don't think the unemployment figure is a true figure."

Those more likely to name unemployment as the most important issue facing the country were the unemployed themselves (96 per cent compared to the poll average of 45 per cent), respondents from British Columbia (61 per



cent), Quebec (56 per cent) and the Atlantic region (52 per cent). One concerned respondent was Laura Mabile, a 49-year-old public school supply teacher in Beauville, Ont. "Going into the schools, I have seen too much of families ripped apart by fathers not working," said Mabile. "Our family has trouble, but we have it 100 per cent better than the children I teach."

Along with the pain of unemployment, the poll revealed an underlying sense that the critical, deep-rooted economic problems facing the country were not going away. That was particularly evident in areas such as the Atlantic region, which have been slow to feel the recovery.

Where do you look to next to look after your best economic interests: government business or unions?

Government	42%
Business	33%
Unions	14%
Other	9%

say [page 25]. While 28 per cent of respondents said that the economy was in a period of long-term recovery, 32 per cent thought that recovery would be short-lived while a substantial 34 per cent said the economy was "not recovering at all." Said Vandervoort, who runs a picture-framing business from his home: "The tobacco belt here is hurting—If you go into town, instead of being busy for Christmas, there is very little business."

**Sarcasm:** Despite the prevailing optimism about personal finances depicted in the poll, four in 10 respondents said that making sacrifices in terms of wage demands and government services "does not help much either way, and we should all just concentrate on making our own situation better." Another eight per cent said "things seem to be going so well that these kinds of sacrifices are not really needed." A bare majority—53 per cent—agreed that "for the economy to get better, the average Canadian is going to have to make sacrifices." One of those who had given up on the pessimistic idea that belt-tightening would bring back the boom times of the early 1970s was respondent Anne Douglas, a 37-year-old self-employed beautician in Mount Pearl, Nfld. "Why should it always be the little person that has to tighten his belt?" she asked.

Respondents who were convinced that sacrifices were still needed included those 55 years or older (42 per cent) compared to the poll average of 58 per cent). Private residents (50 per cent) and joggers (48 per cent). Forty-eight per cent of unemployed respondents said that sacrifices just did not help to make the economy better (compared to 38 per cent nationally).

Still, Bedford's Decima Poll results suggest Canadians are beginning to accept the notion that the government cannot be counted on as the ultimate provider of needs. In the 1984 poll 49 per cent of respondents said they relied on government to look after their "best economic interests." But in the 1985 poll only 42 per cent

held that view. The number of those who looked to business alone remained the same (33 per cent in 1985 versus 32 per cent in 1984), while the number of those looking to unions went to 14 per cent from 16 per cent in 1984.

Those were likely to say they looked to government were people over 55 years of age (54 per cent) compared to the poll average of 58 per cent) and those with less than elementary school education (56 per cent). Poll respondents who said they rely on unions to look after them were more likely to be under 35 years old (33 per cent) compared to the average of 34 per cent).

Respondents more likely to rely on business were Canadians earning more than \$40,000 a year (46 per cent) compared to the average of 33 per cent), joggers (42 per cent) and British Columbians (42 per cent). Said Regina resident Glen Bell, a 46-year-old construction company manager with a total income of more than \$40,000: "I am not one who likes to depend on the rest of society. I will take a gamble before I would ever ask for money."

That attitude is very much part of the prescription for a sustained recovery, according to politicians, business people and some economists. For the business community the \$35-billion federal deficit stands as the primary economic problem. But the public still appears to put a low priority on eliminating the deficit. Last year less than one per cent cited it as "the most important issue facing Canada today." This year, despite the government's attempts to raise public awareness, only four per cent of the poll's respondents cited it.

For Walter Nicholson, a 30-year-old refrigeration technician in Penitence, B.C., the Conservatives' desire to let business spending—rather than Ottawa's—lead the way to a stronger economy has yet to be turned into a workable policy. He said he is particularly disappointed in the government's efforts to encourage entrepreneurship.

Which of the following best describes how you see the Canadian economy today: the economy is in a period of long-term recovery, it is only experiencing a short-term recovery, or it is not recovering at all and it will not in a reasonable?

Long-Term Recovery	32%
Short-Term Recovery	27%
Not Recovering at All	34%

Nicholson considered starting his own business but he says he quickly became discouraged by the lack of tax incentives. Said Nicholson: "The way I see it, there is a bureaucracy and another refrigeration mechanic out of work because I can't start my own business."

"That frustration over the mixed signals coming from Ottawa about the economy often dominates the conversation when Nicholson and his friends get together. Undoubtedly, Canadians will continue to take the pulse of the economy, hoping that the general mood of optimism will be translated into better times.

—PATRICIA MERR in Toronto

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# Budget for hard times

In June, 1985, Wilma Landry, 31, and her husband, Clifford, 30, realized that within 12 months they would be able to pay off the small building loan on their comfortable three-bedroom home in a subdivision 15 minutes south of Sydney, N.S. By next April, the couple calculated, they would have extra cash each month to enjoy the small luxuries they had denied themselves and their two children, Carrie, a precocious five-year-old, and 13-month-old Michael. In September the department of national defence advised Clifford that his job as a stationary engineer might disappear when the Sydney radar base where he works is modernized in 1988. Now, Clifford is trying to find work 800 km away in Halifax. The couple has gone deeper in debt to prepare their home for a forced resale. And Wilma Landry, one of the 1,575 respondents to The Maclean's/Dominion Poll, is angry and cynical about governments that promise much but deliver little.

**Blame:** "We can't help feeling bitter," Wilma told Maclean's. "We had such high hopes." Clifford and Wilma Landry are typical Maritimers in more respects than their femininity, attachment to family and affinity for the small rural communities where both grew up before moving to Sydney. Like other Atlantic respondents, they are less optimistic than most Canadians about the country's economic prospects and more inclined to blame Ottawa for its ills.

The Landrys budget carefully in order to stretch his \$4,115-a-month take-home pay. Says Wilma: "We have learned to do without. We can't afford the luxury of having someone deliver coal to us—Cliff borrows a truck and collects it himself. We watch TV or visit friends. But as for movies or *dinner*, we don't have the money."

Clifford was caught in a job classification freeze five years ago and since then his salary has risen by only two per cent annually. The necessary scrimping is somewhat subtle. Spending \$7.15 on a gift of soap, shampoo, bath, when Carrie needed shoes for school. And Wilma: "You can't explain to children that they can't do certain things because their parents can't afford them."

The Landrys had made modest plans for that moment when the four-year loan they had taken out to buy materials to build the house would be paid off. They

wanted to buy a used second car for Wilma, a new chairlift to replace a sagging sofa and some new clothes. Instead, since April, Clifford has applied for several jobs in Halifax without success.

**Guilt:** Moving away from Sydney would put them in good company. Hundreds of other Cape Bretoners have also made plans to leave following the closure of two federally owned heavy-water plants on the island. The glut of houses for sale has depressed local real estate prices. Before the recent economic blow to the region, the Landrys estimated the value of their home at \$75,000. Now, said Clifford, "God knows what it will go for."

The Landrys are angry with what they consider blatant waste by government. Said Wilma: "Brian Mulroney had a vacation in Florida. How many people get to go on vacation in the government's plane?" And Clifford is critical of how Ottawa has handled spending cuts. "They will keep the civil servants making \$90,000 a year," he said, "but they will lay off the poor little fellow at the bottom who is just making ends meet. It makes you sick."

For her part, Wilma is cynical about political change. "I don't vote," she told Maclean's. "I don't see any point. You get a lot of promises, but as soon as they get elected they forget all the things they told you." At the same time, she expects little from unions, even the Public Service Alliance of Canada, which represents her husband. "Unions are useless," she said.

**Wart:** Wilma and Clifford Landry do not share the optimism expressed elsewhere in the country by poll respondents. "I blame the government 100 per cent," said Clifford, "and I don't think the government will change until there is a threat of a civil war. And from the people I've been talking to, I think that is a possibility." Wilma adds: "I don't see the government doing anything. We need a revolution, we really do." These are startling views, but trenchant indicators of the depth of disillusion felt by many in a region that Canada's economic recovery has yet to penetrate.

—CLIFF 1985 in Halifax



Landry with son, Michael making do without luxuries

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# Opening the door

Free trade is the latest star in the long-running revue called economic renewal. For years it languished as an aging bit player with a spotty history of major roles dating back almost as far as Confederation. But all that changed in 1985 when Prime Minister Brian Mulroney made pursuit of free trade with the United States a major priority. Mulroney's decision, with the backing of President Ronald Reagan, catapulted the issue into the spotlight. Indeed, respondents to The Maclean's/Dominion Poll offered Mulroney a broad measure of support. Asked if they backed attempts to "negotiate a more open trading agreement with the United States," 75 per cent said it was a "good idea" or a "very good idea."

But that enthusiasm is fragile. Asked to react to the prospect of an agreement "which was good for most parts of the country but caused harm to your own province," support abated; 55 per cent said they would "oppose" or "strongly oppose" such an agreement. Similarly, there was a sharp contrast in how Canadians perceive free trade with the United States. A majority (61 per cent) felt their province would be "helped greatly" or "helped somewhat" by an agreement. Yet when asked if "a more open trade agreement would result in more jobs," 61 per cent said it would result "in about the same number we have now" or "fewer jobs." Said Bruce Anderson, senior research consultant for Decima: "It's kind of a 'show me' situation, with most people waiting and tending to believe it will be harmful."

**Confidence:** At the same time, there was significant concern about the abilities of Canadian negotiators. While 61 per cent said they were "confident that we will bargain firmly and effectively" with the United States, 37 per cent agreed with the counter-argument that Americans are better bargainers. One respondent's skepticism was typical. A federal employee from Saskatchewan declared, "The United States will win the better deal, and Canada will be worse off." The poll was conducted between Oct. 30 and Nov. 3, about a week before Mulroney named Sol Simon Bezman, an Ottawa consultant and retired top-level federal trade negotiator, to oversee a team preparing a Canadian negotiating position.



Gottlieb on Washington's Capitol Hill support

For most of the 1,035 Canadians surveyed, free trade held the promise of economic renewal through larger markets and more jobs (page 38). Respondent Wayne Loebe, a 38-year-old teacher from Richmond, said part of the appeal was in a greater array of American products that would flow into Canada. Said Loebe: "I'm tired of getting things years after they've been introduced in the United States. If there were no trade boundaries, we would be able to get more products." But Shawn Barry, a 33-year-old economics student in Peterborough, Ont., warned that free trade could benefit Canada only if the impact on weaker Canadian industries were cushioned. And he cautioned that Canadian business style may prove a serious disadvantage. Said Barry: "We often have the wait-and-see approach, whereas a dynamic manner is the whole basis for the American system."

**Fears:** Those more likely to say that the trade initiative is a good, or very good, idea are a diverse lot. They include high-income earners (46 per cent compared to the national average of 75 per cent) and young upwardly mobile professionals (58 per cent). And faced with chronically high levels of unemployment, 59- and 10-year-olds also said that a trade agreement is a good idea that could create jobs (64 per cent).

But the figures also suggest the Conservative government must resolve a number of nagging public fears and divisions among various regional and socioeconomic groups before it reaches an agreement with Washington. Among those most concerned that their province would be "harmed greatly" or "harmed somewhat" were Ontario respondents (29 per cent as opposed to a national average of 30 per cent), retired people (30 per cent) and those with elementary school education (36 per cent). Those who identified their households as lower class were the most likely to be worried that Canada would be out-competed by the Americans (67 per cent as opposed to a national average of 37 per cent).

The survey revealed many paradoxes. As expected, respondents from heavily industrialized Ontario—which accounts for almost two-thirds of the \$150 billion in annual trade between the two countries—were less enthusiastic about free trade (67 per cent believe that free trade is a "good idea" or a "very good idea") than residents in Alberta, with its resource-based economy (87 per

*Do you say how the Prime Minister has announced that Canada will try to negotiate a more open trading agreement with the United States. In your view is this a:*

Very Good Idea	18%
Good Idea	57%
Bad Idea	16%
Very Bad Idea	6%

*Different estimates have been made about the effects such a Canada-U.S. trade agreement would have on jobs in Canada. In your view do you think a more open trade agreement will result in more jobs, about the same number of jobs, or fewer jobs?*

More Jobs	44%
Same Number	33%
Fewer	21%

*If an agreement were worked out which was good for most parts of the country but caused harm to your own province would you strongly support, support, oppose, or strongly oppose that agreement?*

Strongly Support	3%
Support	40%
Oppose	39%
Strongly Oppose	16%

cont). But Ontario respondents were also the most likely to say they would "support" or "strongly support" an agreement that hurt their province but benefited the country as a whole (58 per cent as opposed to a national average of 43 per cent). By contrast, 55 per cent of Quebec respondents said that freer trade was a good or very good idea, but they also displayed the least support

**C** It has also been suggested that different parts of the country would be affected differently. Thinking about your province, do you think it would be:

Helped Greatly	15%
Helped Somewhat	46%
Neither Helped nor Harmed	17%
Harmed Somewhat	14%
Harmed Greatly	7%

for a deal that would hurt their province while helping the country as a whole (21 per cent compared to the 13 per cent national average).

For Mulroney, free trade offers a daunting dilemma. On one hand, there is the loss of possible economic benefits from open access to 55 million U.S. consumers. On the other, it involves a traditional Canadian fear that closer economic ties could harm Canadian culture and identity. In a speech on the same delivered Dec. 4 at the University of Chicago, Mulroney warned that he would never bargain away political sovereignty, cultural and social programs or qualitative growth to poor regions.

**Urgency:** Public fears about the perceived threat to cultural identity are well recognized by the external affairs department, the ministry leading preliminary trade discussions. A secret departmental report dated Oct. 26 (Maclean's, Nov. 14) advised that Canadians remained unconvinced that a stronger economy through free trade "would enhance sovereignty across the board."

The external affairs memorandum may have been based on the findings of a survey of public opinion on trade and foreign policy commissioned by the government in July that poll—also conducted by Decima—found that 55 per cent of those surveyed thought Canada would benefit from removing trade barriers between the two countries. But while Canadians considered trade expansion important, Decima added, "clearly the public generally do not place the same urgency to the issue as the government," mainly because a majority remained unconvinced that any U.S. protectionist measures would isolate Canada. Five months later The Maclean's/Decima Poll also concluded that free trade raised below unemployment, the economy, government spending and world peace.

**Passionless:** The external affairs findings contrasted sharply with the position proposed in a political explosive letter to Industry Minister Sinclair Stevens in August from Canada's ambassador to Washington,

Allan Gotlieb. The secret correspondence urged the government to weaken a program by Communications Minister Marcel Masse to protect Canadian publishing from foreign control. Gotlieb urged the government to allow the takeover of the publishing firm of Prentice-Hall Canada by the U.S. communications conglomerate Gulf & Western Industries. He warned that resistance to the takeover would be seen in the United States as "a harbinger" of Canada's intention to protect other sectors from trade negotiations. But some Canadian hold-passionate views on the subject. Respondent Andy Warbe, a 45-year-old Calgary resident of 10, said she worried about the possible American takeover of Canadian publishers. "What will happen to our Canadian authors?" she asked.

For the nation's 33 provincial premiers, the issue also is fraught with peril. One early challenge has been to secure a vote in the negotiation process. During the November federal-provincial conference in Halifax, the premiers wrestled an agreement from Mulroney for "full participation" in trade negotiations. But it remains unclear whether they will be able to participate at talks, have veto power over any agreement or will merely have a consultative role. Implicit in the November agreement was a concern that Ottawa has not shared its strategy or its goals with the provinces. Said Ontario Premier David Peterson: "There are still far more questions than answers about what we want to achieve, how we intend to achieve it and what we must be prepared to give up."

It is that uncertainty, shared by a significant portion of respondents in The Maclean's/Decima Poll, that opponents of free trade hope to exploit. The federal New Democratic Party, for one, is attempting to form a common front of unions, farm groups and cultural agencies now fighting various aspects of a trade agreement. For

**C** Some people say they are nervous about Canada entering into these negotiations because they feel that the Americans are better bargainers than Canadians and therefore we will end up with a poor deal.

Others say that they are confident that we will bargain firmly and effectively with the Americans and we will get the best deal possible. Which of these two points of view best reflects your own?

Nervous	37%
Confident	64%

his part, International Trade Minister James Killebrew told Macdon's that "none of the facts of our initiative is coming up with any alternate schemes to solving our trade problems." But as The Maclean's/Decima Poll indicated, unless these concerns are addressed to government risks undermining vital public and provincial support for its trade initiative.

—KEN MACINTYRE in Ottawa

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# A free-trader's appeal

When Loyalist pioneers built the Robison family farmhouse on the shores of New Brunswick's Grand Lake in the late 1700s, there was a flourishing trade between the Maritimes and the New England states. The settlers sold the Americans fish, lumber, gypsum fertilizer and Maritime-built ships—and the goods crossed the border freely and frequently. Nearly 200 years later John Robison wants to restore both the farmhouse and free trade. And, like the majority of respondents in The Maritimes/Quebec Poll, he believes that the free trade initiative is a good idea that will bring back the prosperity of the past. "In the long term, I think the Maritimes stand to benefit from free trade—not only from lower-price consumer goods but from the opening up of far greater markets for our products," he said. "Our losses will be horrendous if we stand by and allow greater protectionism by the Americans."

**Booms:** Robison says that free trade will bring few direct benefits to himself or his family as Fredericton's city administrator, but he is protected from the booms and busts that plague local business. But he has lived all of his 44 years in the Maritimes—and his attachments to the region run deep. Born in Hawley, a small town about 50 km west of Fredericton, Robison received a degree in business administration from the University of New Brunswick in 1968. He worked for the provincial government as a labor negotiator for four years before moving to his current position, which he has held for almost 13 years. He and his wife, Brenda, an executive secretary with Theatre New Brunswick, have two children—Cassidy, a 20-year-old university student, and Brian, 16. And they divide their time between an energy-efficient house in Fredericton and the stately farmhouse 65 km away that they are restoring "door by door and window by window."

**Famous:** Robison developed an interest in free trade during his university days when he took a course in the economic history of the Maritimes. He discovered that prior to Confederation in 1801, the Maritimes had a reciprocity agreement with the New England states—and local firms did a booming export business. As a result of his studies, Robison concluded that, at Confederation, the

federal government had encouraged the manufacturing base in Ontario and Quebec at the expense of businessmen in his region. Now, he looks forward to the day when Canada signs a free trade pact with the United States—and Maritime firms reap the region's past economic glories. "It would present an opportunity in new materials, lumber, fish—and also in that commodity the Maritimes have always been famous for, knowledge," he said.

The tell, says Robison, is that the local firms that he believes will benefit from open borders. Among them are two Fredericton consulting firms—ADI and Neff and Guster—that do marketing export work. Another is Mrs. Dunster's Densets Ltd., a company that grew from a home video in 1980 into a \$2-million business which recently expanded to New England. But the firm that will likely benefit the most is Process Technology Ltd., a high-technology firm in Chatham, a town 14 km southeast of Fredericton. The firm makes equipment used to deposit thin films of conductor or insulator on silicon wafers—part of the process in the manufacture of computer chips. Company president George Jenkins says that 90 per cent of his business is in the export market—and 80 per cent of that export business flows into the United States. "Right now our competitors ship into Canada without any duty but I have to pay duty when I ship into the United States," he said. "Our extrajurisdiction have the confidence. This would give them greater opportunity."

**Wish:** Although Robison says that he believes free trade will help New Brunswick, he wants Canada to introduce it gradually to minimize the problems for small manufacturers. And like the majority of respondents in The Maritimes/Quebec Poll, he says that free trade should not be introduced if it does not benefit his region of the country. But Robison: "Free trade should benefit both countries—and it should be such that all parts of this country benefit." That idealism with underlines both the goodwill that Canadians feel toward free trade—and the limits of that hopeful optimism.

—MARY BARRON with KATHERINE HARTLEY in Fredericton



Robison at Process Technology Ltd.: protectionism



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# A personal response

**A**id agencies had seen nothing like it for decades. Across the country during the past year Canadians found their own ways to raise money for starving Africans. Churches sponsored bake sales, children read their puppy books, artists contributed their paintings, and the superstars of Canada's pop music scene donated their talents to making the fund-raising road *There Are No Enough*. John Walter, director of African Emergency Aid, an umbrella group for non-governmental aid agencies, said there had not been such a "spurt of adrenaline" flowing through the help people since the campaign to knit socks and grow food for bomb-ravaged Britain in the 1940s. The difference was that instead of an intense government propaganda effort, last year the news media—and the music industry—took up the plight of the afflicted.

**Distress:** There was no escaping the images of giant, suffering children in 1985, and individual Canadians responded by raising more than \$60 million in various campaigns for African relief. Respondents in The Maclean's/Dominion Poll vividly illustrated the intensity of their concern about the African famine, with 57 per cent saying that they or other members of their family donated money. In addition, a plurality (44 per cent) responded that as a result of knowing more about the problems in Africa, they are now "more convinced that longer can be ended." The two-thirds of the poll respondents also said they believe that most people will resume relying upon the government to handle foreign aid; the other third said that they believe the events of the past year will prompt more people to become more directly involved in helping the Third World (page 43). Typical of that group was poll respondent Dominic Damski, a 38-year-old political science student in Quebec City, who told *Maclean's*, "Governments can't do anything make the best decisions for helping countries in distress."

For many people polled, their donations were a response to pleas from the reigning stars of rock music, who staged a 36-hour fund-raising concert in two stages—in London and in Philadelphia—on July 12 that was televised live around the world. The impact of the concert—called Live Aid—was enormous: fully 55 per cent of poll respondents said they watched at least part of it. Not surprisingly, given the publicity surrounding Live Aid, *There Are No Enough* and a similar fund-raising record by U.S. music stars, *We Are the World*, young people seemed appeared to be most affected by the African relief effort. While 44 per cent were optimistic about solving food problems, that figure rose to 54 per cent among 18- and 19-year-olds and 50



Live Aid's Philadelphia stage; Kingston, Ont., nutritional biologist David Spica, accepting responsibility for helping others

*As you may recall, last summer there was a rock music concert called Live Aid to raise money for famine victims in Africa. Did you watch any part of that concert on television?*

Yes ☒ 55%  
No ☐ 45%



per cent among those aged 30 to 39. As well, the younger respondents were slightly more likely to believe that people will do more to help directly in the future.

Contributions to African relief came from a broad cross section of society—children in Garret, Sask., donated part of their allowance, the Carmichael Theatre in St. John's turned over box office receipts from a benefit performance, and the book, recalling their own experiences with hunger, donated more per capita than other Canadians. While the poll showed that upper-income people were more likely to have given, the generosity of these earning lower incomes was striking. Among poll respondents with a household income of less than \$18,000 a year, 43 per cent made a contribution, compared to 62 per cent of households surveyed earning at least \$20,000.

What made the year's effort particularly significant was that one-third of respondents said they have changed their thinking and will become more involved in foreign aid rather than leaving the responsibility to



ROY SHAW/STYLING

government. Herman Wells, a 35-year-old engineer and father of four from Rocky Mountain House, Alta., was among the respondents who said they believe there has been a shift in attitude. David Wells, "I feel I should be responsible for aid in foreign countries rather than going to the government through whom it will cost me more."

**Generous:** But such sentiments are precisely what development-aid specialists have hoped for, said, reported of Canadians. "I wasn't surprised at the generosity of the Canadian people," said Haas, president of the government-financed International Development Research Centre (IDRC) in Ottawa. "My contention has been for years and years that they would have supported more generous Canadian aid."

Still, foreign-aid experts generally credit the news media's attention to the suffering of Africans, particularly the drought-stricken Ethiopians, with encouraging individuals to dig into their pocketbooks. And Jean-Guy

St-Martin, the vice-president for policy of the government's Canadian International Development Agency, said the efforts to help Africa indicated recent changes in attitudes. Said St-Martin: "They seem to be more aware and concerned about the problems of others and they see some link with their own situation."

Some people say that the problems in Ethiopia and efforts to publicize them over the past year have changed the way they think about foreign aid, and that in the future they will move to help directly and not just leave the task to government.

Others say that while Live Aid and other efforts may have focused people's attention on the problems for a period of time, the average person will probably go back to their original beliefs and rely on governments to provide foreign aid.

Thinking of these two points of view, which one best reflects your own?

Changed way people think about foreign aid 34%  
Most will go back to relying on government 65%

By far the flashiest and most successful fund-raising effort for Africa were the Live Aid concerts and telethons, which raised more than \$66 million around the world, \$1.7 million of that in Canada. With performers by the way of the world's biggest pop stars, including Paul McCartney, Mick Jagger, Tina Turner and Canadiana Bryan Adams and Neil Young, Live Aid attracted an estimated global audience of more than one billion. Predictably, the *Maclean's/Decca* Poll found that young people were more likely to have watched the televised entertainment than were their parents. Among respondents aged 18 and 19, more than two-thirds—68 per cent—said they watched at least part of the extravaganza. But even half the respondents aged 30 and more said they watched at least part of the show.

**Skeptical:** Poll respondent Linda Perry, 36, a Toronto waitress and part-time model, was typical of how Live Aid affected some viewers. She said she does not normally donate to charities and had given nothing to Ethiopia relief until the concert. She called it halfway through and gave \$100. Now, Perry said, she believes that it is better and more efficient for individuals, rather than government bureaucrats, to take the responsibility for foreign aid. Said Perry: "Either way we will end up paying, but with the government we will end up paying more."

The question that respondents were asked read, "As a result of hearing and seeing more about the problem in Africa and the efforts to relieve them this year, are you more convinced, no more or less convinced, or less con-

victed that hunger can be ended?" Forty-four per cent said they were more convinced, 36 per cent said they were no more or less convinced, and 20 per cent said they were less convinced. The people who said they were most convinced that hunger can be ended tended to be young and single: half the people under 30 felt that way. The most skeptical were the elderly. Only 34 per cent of those aged 65 or more said they were more convinced hunger can be ended.

**Hard-nosed:** Still, a concern with world hunger was typical of poll respondents who had follow-up interviews with *Maclean's*. Among them, Stephen Shapcott, a 30-year-old sociology student from Mississauga, Ont., argued for long-term development in place of emergency relief. Said Shapcott: "I felt the Live Aid concert was fine and dandy. But I sort of see it as a Band-Aid to an open sore." The best way to help hungry Africans is not through "checkboxbook charity," said Shapcott, but by sending experts to teach them how to produce more food. Still, Steve Hand argued that aid should be considered not as charity but as an investment in Third World countries. In Canada's case the government "invests" more than \$2 billion annually in foreign aid, much of it tied to the purchase of goods and services in Canada. Said Hand: "The fact is that we are now making an awful lot of money from the developing countries, and if we don't continue to do what we can to stimulate and to broaden these markets in developing countries we're going to lose those markets. Now that's a hard-nosed, bottom-line issue that doesn't have anything to do with charity at all."

Africa Emergency Aid director Walter does not believe the money raised by Canadians for African relief, but he said the country should not become too self-congratulatory. After all, the \$60 million raised through private donations can also be expressed as only \$2.40 for each person in the country. Said Walter: "The question, I think, that has been kicking around in my head is: What has the last outpouring of generosity, if we want to call it that, done to Canadians? And I would say,

Did you or your family contribute any money to African relief this year?  
Yes 87%  
No 43%

Nothing, outside of opening their hearts and their eyes a little bit more. I think, it hasn't hurt them. I don't see Canada any poorer for having saved a little bit. I think Canada could do an awful lot more than it's doing. Even against that hard-nosed standard, the efforts in 1985 represent a promising start. And if the *Maclean's/Decca* Poll is a good indication of the national mood, one-third of Canadians have at least changed their thinking and intend to do more about foreign aid in the future.

—PHIL GREGGILL, in Ottawa

## PROFILE

# One woman's generosity

Herself Martin, a 58-year-old St-Laurent, Que., housewife, lives in a province where 62 per cent of respondents in The *Maclean's/Decca* Poll said they donated to African relief efforts, compared to a national average of 57 per cent. Martin told *Maclean's* that her own decision to contribute was an emotional response to the suffering she saw as television coverage of the Ethiopian famine. Rather than a considered decision, Martin reacted in a deep political conviction about foreign aid. "My friends and family call me a dreamer," she said. "But I am very lucky and I cannot live alone in my little house and just not think of others."

**Involved:** Martin's response also put her among the 34 per cent of poll participants who said that they expect to become more directly involved in foreign aid projects in the future rather than relying on government to do the job. Said Martin: "Giving money from government to government is a bad thing. It never gets to the people who need it." For Martin and others, whose responses indicated a suspicion that government agencies do not deliver aid directly to people who need it, last year's fund-raising events—particularly the marathon Live-Aid benefit—were a welcome alternative. The 38-hour televised rock extravaganza raised \$1.7 million from Canadians alone. Martin said she was attracted by organizers' assurances that all money would be handed directly in order to reach the most devastated parts of Ethiopia. Said Martin: "Live Aid showed that there is another way to help. They should repeat it every year."

**Limited:** Still, Martin is not particularly optimistic. Once the clamor over the Ethiopian tragedy subsided, she said, Canadians will likely revert to old habits and expect government to take the lead in foreign aid. "Many people just don't want to think about that much suffering every day," she said. "But letting governments handle it all is no solution." Indeed, Martin expressed frustration that her involvement was limited to financial donations. "I want to help more," she said. "But hunger is so big, so incomprehensible, that you just don't know what to do."

Martin has had her own personal taste of poverty, both in Canada and abroad. Based on the predominantly working-class St-Laurent district of Montreal's north end, she recalls being "very poor when I was young" but that she lived in a generous household. "My mother," she added, "taught me that, while we weren't rich, at least we had something to eat, and she would send me out with a bowl of soup and I was used to the beggars." However, Martin said she was more prepared for the extreme poverty she encountered when she and her husband, Walter—who has since retired from Northern Telecom Ltd., where he was a manager—lost their four children to live in Turkey for three years beginning in 1968. Said Martin: "Going to Turkey was a shock, not in Istanbul, but in the small villages. That's where the poverty hit me more."

**Divides:** Now, Martin contributes regularly to a variety of causes. "I don't give big amounts of money because I don't have a lot," she said, "but I try to divide it between several charities." Among these are The Salvation Army, Christian Aid (United Way) and Oxfam. But she also contributes more when disaster strikes. Last year she responded to appeals for disaster relief after an earthquake rocked Mexico and the news of famine-stricken Ethiopia which panicked the Live Aid broadcast convinced her to make a donation. "I had the TV on from the beginning until the end," she said. "Everybody is always saying how young people only think about drugs and themselves, but Live Aid gave me faith in young people."

Martin said she had no easy explanation for the polls' finding that Quebec respondents were among the country's most generous contributors to foreign aid. "We have that warm Louis influence," she said. "We are pretty touched, more sensitive, more passionate." But on the other hand, she added, "we are less realistic." And, realistically or not, she recalls herself among the 44 per cent of those polled who are convinced that hunger can be ended—if there is a will to do it. Said Martin: "It is not the amount you give that will end poverty, it is the act of giving."

—BRUCE WALLACE in St-Laurent

Martin: governments handling it all is no solution

# In praise of monogamy

A woman in rural Nova Scotia reported having 110 different sex partners in the previous year, while a Toronto man tallied 75. These claims were among the responses to *The Modern's* Dennis Poll—but they are clearly the exception. In fact, the poll suggests that most Canadians are monogamous and that monogamy has many fans—more overall sexual satisfaction—than people with multiple partners. In short, the sexual revolution may not be over, but its super-heated heyday appears to have passed. "Sex as a recreational activity is less valued now," said Gerald Winant, head of family therapy at Montreal's Allan Memorial Institute. "The adventure of the 1960s and 1970s, based on more partners and more orgasms, seems to be giving way to an emphasis on more meaningful relationships."

**Active:** Experts suggest a number of possible explanations: disillusionment with easy sex, the aging of the baby boomers, concern over economic prospects and fear of such sexually transmitted diseases as herpes and Acquired Immune Deficiency Syndrome (AIDS). But whatever the reasons, when asked, "Roughly how many sexual partners would you say you have had in the last year?" 49 per cent of respondents said one, while only 18 per cent said two or more. Those figures may be somewhat skewed by a reluctance to admit to sexual affairs, but they still point toward a generally monogamous society. But monogamy does not imply inactivity: some 18 per cent of respondents described themselves as "very sexually active" and 52 per cent said they were "somewhat sexually active"—findings that show no significant change from the results of the first *Modern's* Poll in 1984.

The respondents also seemed overwhelmingly pleased with their present sex lives. Five out of 10 said they were "very satisfied," and four out of 10 were "somewhat satisfied." Among the most likely to be very satisfied were people with one partner (57 per cent compared to the poll average of 49 per cent). On the other hand, almost a third of respondents with two or more partners were among those least likely to be very satisfied.

Respondent Jamie Harms is one of the very satisfied. A Calgary substitute teacher, the 35-year-old Harms and her husband, Arthur, have a 10-month-old baby. She says that she and her husband make love four to six times a week. "We try to get every chance," said Harms.

"My husband waits up until the baby is in bed. Sex makes us happier."

Such single-partner bliss is hardly confined to the marriage bed; people living common law were among the most likely to be active and sexually satisfied. And while 58 per cent of respondents 15 to 29 years old said they were very satisfied, advancing age is certainly no bar to the joys of sex. Divorced respondent Roger Saultin, 57, of Mississauga, B.C., has been living common law for the



Jamie and Arthur Harms in their Calgary home: single-partner bliss

past three years and described himself as "very active" sexually. Said Saultin, a construction machinist: "I have a partner that I adore."

Among some respondents reporting multiple partners, there is a strong sense of caution. Michelle Farmer of Toronto, 33 and single, maintained that she and her partner were more conservative than older generations. "We didn't grow up in the age of the flower children," said Farmer, a computer operator. "And we're smart enough. We parents splitting up, so we place more value on things like commitment."

**Scared:** Concern over sexually transmitted diseases has also inhibited many would-be lovers. Respondent John Schoonewille of Ottawa, a writing student and single father, said he has had sex with three women in the past year—down from about a dozen in 1984, the year before the height of the AIDS scare. "AIDS put a real

# Some things deserve a second look.



Full disclosure: Film the Top After Deep Tissue. After Credits.

"Like most people, I work. So doing something as simple as grocery shopping isn't always so simple. That's why I do all of mine on Fridays around dinner time. No crowds."

I'm a born shopper. I mean, I don't just buy whatever I see on the shelf. I read labels to make sure that what I'm getting is good for me. Comparing prices is another thing. I hate paying more for something that's essentially the same. I look for value.

Our clients at Aflac are like that. The small and medium-sized businesses I deal with are interested in things like employee benefits and pension plans. Naturally, they want good value for their money. Part of my job is to see to it that they get just that.

That probably sounds simpler than it is. It takes a lot of time to put together just the right package. A lot of checking and rechecking. And, of course, that one last look before you present it to a client.

That part comes easy for me. I was a nurse for four years. As a nurse, it becomes habit-forming to take a second look. You never know. Having been a nurse has other advantages. Because I'm familiar with medical terminology, I can put things into plain, everyday English for our clients.

I guess all these little things make a difference. But none of it seems to be out of the ordinary. Which is probably why I like working at Aflac. Everybody just seems to do that much more in their jobs. Making their lists and checking them twice, as they say, just in case something is overlooked.



More than just an insurance company



danger as my social life," said Schenewille, 33. "I'm terrified." As in the 1994 poll, respondents from Newfoundland reported themselves to be both more sexually active and satisfied than those from any other province. That phenomenon is difficult to explain. One respondent in Newfoundland cited high unemployment, arguing that sex "is about the only thing to do around here — that and drink."

**Pressure:** The poll showed other demographic divisions as well. Urban dwellers were more likely to report multiple partners than rural residents (13 per cent to 12 per cent). Social class and education were also factors. Among those most likely to rate themselves as sexually active were people with household incomes of \$40,000 or more (66 per cent compared to an average of 72 per cent in the sample) and those with university educations (76 per cent); these groups were also more satisfied.

Conversely, respondents least likely to be active included those with household incomes of \$19,000 or less (56 per cent) and those with elementary school educations (59 per cent). And at least one woman said that she was satisfied without sex. Respondent Dore Nordman, 64, a retired cook from Sydney, N.S., said she has had no sex life since her husband died in a car accident 12 years ago. "I always feel that whatever I do, he sees it," said Nordman. "And I have never met a man who could take my husband's place."

The gender gap was also clearly evident in the replies given to poll interviewers. Men were much more likely than women to claim—or admit—that they had had multiple partners in the previous year (28 per cent compared to nine per cent), and they were more likely to rate themselves as sexually active (81 per cent to 66 per cent). On the other hand, women were more likely than men to be very satisfied (57 per cent to 44 per cent). But if male respondents felt compelled to exaggerate their exploits, it was impossible to tell. "There is strong pressure on men to act the stallion," said Mary O'Brien, associate professor of sociology at the Ontario Institute for Studies in Education. Similarly, said O'Brien, some

poll results leave open the possibility that despite the "gay pride" movement of recent years, many people do not admit that they are homosexual—particularly during a time of anxiety over AIDS.

In general, respondents revealed a positive self-image. Asked to rate their looks on a scale of 1 to 10, only one per cent gave themselves a 1 while five per cent said

*Would you say you are very satisfied, somewhat satisfied, not too satisfied, or not satisfied at all with your sex life at the present time?*

Very Satisfied	49%
Somewhat Satisfied	40%
Not too Satisfied	6%
Not Satisfied at All	3%

*And roughly how many sexual partners would you say you have had in the past year?*

Zero	10%
One	49%
Two	5%
Three	4%
Four or More	7%

they were a perfect 10, the average was a healthy 6.7 (up fractionally from last year). "This year's results confirmed what we suspected last year," says Bruce Anderson, DePaul's senior research consultant. "There is a strong link between feeling that you look good and a sense of well-being and sexuality generally." The male respondents showed a slightly higher opinion of their looks than the women (averaging 6.8 and 6.5 respectively) and Quebecers gave themselves a higher rating (6.9) than people from any other province (New Brunswick was lowest at 6.1). In follow-up interviews more respondents said Quebecers simply were better-looking, while others cited their style. "People here are more spontaneous, less inhibited," said 25-year-old Françoise Dubé of Montreal, a self-described 9. But beauty, like money, apparently cannot buy happiness: respondents from Quebec were least likely than residents of other provinces to be very sexually satisfied.

**Caution:** Overall, the poll suggests a new caution in the public's sex habits. The sexual revolution may have stirred up some excess but, said University of Montreal psychologist John Wright, it also "helped married couples to be more satisfied. People talk more about their sex lives now." The poll respondents were sexually active and glad of it, members of a much-publicized "permissive society" that, of late, has swung slightly back toward conservatism. Even a permissive society permits fidelity.

—BOB LAYTON in Toronto



We talked and talked...  
and never ran out of things to say.

Baileys. For the moments you treasure.

*Would you describe yourself as very sexually active, somewhat sexually active, not very sexually active, or not sexually active at all?*

	1994	1995
Very Sexually Active	34%	18%
Somewhat Sexually Active	66%	55%
Not Very Sexually Active	11%	14%
Not Sexually Active At All	14%	10%

women may tend to underestimate their sexual activity and overstate their satisfaction.

A poll question on sexual orientation also produced results that were most interesting precisely because they were suspect. Asked, "Would you consider yourself heterosexual, homosexual, bisexual or asexual?" fully 92 per cent said heterosexual, five per cent asexual, one per cent bisexual and much less than one per cent—five people out of the 1,575 polled—said homosexual. The

# Facing a fatal disease

Markie Mite brings his own soap and towel to the health club. He wears slippers in the shower and he has stopped using the whirlpool. "A couple of years ago the whirlpool was full," said Mite, a 35-year-old construction worker from Mississauga, Ont. "Now it's empty. Everybody's scared." What scares Mite is Acquired Immune Deficiency Syndrome (AIDS), a disease so mysterious that it can make even a health club seem unwholesome—and so deadly that it has fast become an international nightmare. Despite expert opinion on the difficulty of contracting the virus, Mite—and many other respondents to The Maclean's/Décarie Poll—are not reassured. "If you get it," said Mite, "you're finished."

Twenty per cent of Canadians polled said they were "very concerned" that they might contract AIDS, while another 26 per cent said they were "somewhat concerned." However, asked whether "the spread of diseases such as AIDS has changed your sexual habits," 62 per cent said "not at all." That answer suggests that, like Mite, respondents in some ways are not concerned about sexual transmission of AIDS. Blood transfusions may be the primary fear but, besieged by rumors about AIDS, the public appears confused.

And yet most of those polled seemed wary of overreacting. Respondents were told: "As you may know, some parents who have children in school have argued that children with AIDS should be barred from their schools to avoid any possibility of infecting others. Others have said that since it is unlikely others could become infected in that kind of situation, barring those children from school is a violation of their human rights." When asked, "Which one of these two points of view best reflects your own?" 69 per cent of the sample said AIDS-infected children should not be barred from school.

Fearful Canadians are clearly aware of the seriousness of AIDS, which severely depresses the immune system, leaving its victims defenceless against infection. It has preyed primarily on homosexual men and drug abusers. But experts fear that prostitution could help carry the disease to the population at large. There have now been more than 15,000 cases reported in the United States and more than 400 in Canada, in both countries more than half the victims have died. But so death has more public impact than that of film star Rock Hudson last October. If AIDS could help the struggling artist, the public seemed to say, it could strike anyone. That logic tended to obscure the fact that Hudson was homosexual and that AIDS seems to be transmitted only through sexual or blood contact.

Still, at least some of the results of The Maclean's/

Décarie Poll revealed a correlation between sexual habits and a growing concern about contracting AIDS. Among those less likely to be "very concerned" or "somewhat concerned" about contracting the disease (a total of 46 per cent of respondents) were those married or living common-law (41 per cent), people 45 years or older (38 per cent) and retired persons (38 per cent). All those



An ailing Hudson: "Everybody's scared. If you get it, you're finished."

were also less likely to say they had changed their sexual habits "a great deal" or "somewhat" because of AIDS. Conversely, respondents most concerned about catching it included those with four or more sex partners in the past year (35 per cent) compared to the average 46 per cent, singles (51 per cent), those under 30 years old (55 per cent) and people earning less than

\$10,000 a year (a household income 52 per cent).

One young respondent, 20-year-old Leona Vietnam of Barrie, Peninsula, Ont., said that many of her peers had become more cautious about their sexual activity—and that, in one case, the concern had had a happy ending. "I was in a bar one night and a guy said to me, 'You have gay friends?' I said, 'Yes, I do.' And he said, 'Well then I don't want to talk to you anymore.'"

Divorced people also were more inclined to change their sexual behavior.

Partners Interestingly, women reported more concern about contracting AIDS than men did (48 per cent compared to 42 per cent) but were less likely to say they had changed their sexual habits as a result (10 per cent compared to 12 per cent). That seems at least partly attributable to the fact that women were less likely than men to report having multiple sex partners (24 per cent compared to nine per cent) and, as a result, may have had less reason to alter their behavior. Some men who said they had few partners were also unconcerned. "I've never been prone to start with," said Gary Shaul, 31, a Toronto computer operator who describes himself as heterosexual and single. "AIDS hasn't changed my behavior at all." Added Shaul, "I think AIDS is being used to stir up anti-homosexual sentiments."

For many respondents, the most worry clearly was about catching AIDS from something other than sex. Among respondents reporting no sexual partners at all in the past year, 26 per cent (compared to the average 20 per cent) said they were very concerned about contracting AIDS—although AIDS may well be part of the reason for such caution. Fear of the virus has led some people to endorse extreme measures. Respondent Myrtice Lequin, a 20-year-old Quebec City resident who is involved in a monogamous relationship with a man, said that the behavior AIDS patients should be quarantined. Said Lequin, a Laval university student, "It is reasonable—because I believe that a cure will be found soon—to keep people with AIDS in a hospital until they are treated."

One respondent said Montreal's bar he employs several gay men at his Toronto restaurant but does not know whether he is asked—if any have AIDS. Said the restaurateur, "If it turned out that you could just see me too—harder than Jesus, I hate even to think about it. We must believe what we read or we'll all go crazy." Still, there are cheerleaders in the medical profession, much to the chagrin of respondent Susan Cassman. The 20-year-old Cassman, who teaches nursing at a community college in Peterborough, Ont., said she has heard rumors say that they would not want to care for AIDS patients. "Nurses have been looking after patients with hepatitis for years," said Cassman. "The problem with AIDS is that it's fatal."

Another respondent, 34-year-old Shelley Heslop of Jay Glenwood, Alta., has another perspective altogether. "A lot of people might think I'm stupid," said Heslop, a member of the Church of Jesus Christ of Latter-day Saints (Mormon), "but I do not think God put anybody on this earth to be homosexual."

Habits For all their collective fears about AIDS, the Canadians polled showed distinct regional differences. The people most likely to say their sexual habits changed their sexual habits were from British Columbia (56 per cent) and Ontario (42 per cent), while the least likely were from Quebec and the Atlantic provinces (right per

cent each). Quebecers also were least likely to be concerned about catching it. That relative lack of worry appears surprising because the province is second only to Ontario in the number of AIDS cases reported. But Richard Barrymore, the president of the state-help group Comité AIDS Aide Montréal, said any possible explanation was that there was more information available—both domestically and from the United States—in English than in French. Added Barrymore: "A lot of people in Quebec don't even know who Rock Hudson is."

Differences also were clear in the question of barring children with AIDS from school. Among those more likely to oppose a ban were those with annual household incomes of less than \$10,000 (58 per cent), retirees (57

per cent) and Atlantic residents (54 per cent). Those more likely to support a ban included people with annual household incomes of \$10,000 or more (78 per cent), who are 40 to 54 years of age (56 per cent) and who are university-educated (72 per cent).

Respondent Susan Street, 35, of Cambridge, Ont., said she would definitely send her daughter to school if a child there had AIDS. "The fear and paranoia are so dangerous," said Street, a quality-control inspector for an engineering firm. "That is the message doctors and AIDS groups must want to impart: not that the disease should be taken lightly—it is deadly, indeed—but that there is simply no cause for public panic. Judging from poll results, however, some Canadians are not convinced—and will not be, perhaps, until doctors put out another word cure."

—BOB LEVIN in Toronto

# HOW MUCH DOES THIS KIND OF LUXURY COST? MAYBE YOU HAD BETTER SIT DOWN.



In attempts to seduce the upwardly mobile, many automakers have served up an endless array of meaningless bells and whistles. The inference being that this is indeed the stuff of which true luxury is made.

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# Down and desperate

Alexa Stapley was born into the working class and, at 44, has put to escape it. She grew up in a lumber camp in Nova Scotia, where her father worked in the mill and her mother was a cook. She has been a cocktail waitress and a cashier, a nurse's aide and a factory hand. Now, Stapley drives a van as a courier in Windsor, 80 km from her home in Blainville. She enjoys the job but, because her husband is unemployed, she has to push hard to maintain a commission income of \$18,000 a year. Consequently, when Stapley hears talk about economic recovery, she is skeptical about the chances for people like her. "I can't see any change," she said. "If anything, my situation is getting worse." That attitude reflects one side of a significant class disparity in the results of The Maclean's/DeLima Poll. Said DeLima chairman Allan Gregg: "What we picked up is a growing sense of inequity. 'Downside' people are getting better. The economy is getting better, but I'm not benefiting from it."

**Critical:** The poll asked respondents to place themselves in one of four classes: upper, upper-middle, lower-middle and lower. Nine out of 10 identified themselves as middle class, with 46 per cent saying that they were upper-middle and 46 per cent lower-middle. Only two per cent called themselves upper class, while nine per cent said lower class. While most respondents said they were satisfied and optimistic about their personal economic situation, those who consider themselves to be members of the lower class generally stated that they were not. As well, the same group was more critical of both the economy and the government. Gregg said this year is the first in the six years that DeLima has been tracking public opinion that "class-based attitudes" have begun to change. But Gregg says the poll is revealing that problems they used to see as temporary aberrations—such as unemployment—are becoming permanent.

Still, 87 per cent said they are content with their present status. As well, the vast majority of respondents in all classes said they believe hard work is the key to success, rather than luck or privilege—an indication that most Canadians still consider class barriers surmountable. Understandably, there is still a strong desire for mobility in the lower class, where 68 per cent said they wanted to move up. But of 43 per cent in the total sample who want to change their status, only half expect to do so. Patricia Marchuk, a sociologist at the University of British Columbia, said the poll reveals cracks in the popular myth that the middle class has room for everyone. "Class barriers are becoming more rigid," said Marchuk. "From the Second World War un-

til the early 1970s, people moved up the scale very rapidly as the economy expanded. Now it's contracting, and the mobility just isn't there anymore."

For some Canadians the concept of "class" is purely economic, for others it is a measure of social worth. Although 89 per cent of the respondents called themselves either upper-middle or lower-middle class, sociologists point out that most people would automatically rule out two other options. "Upper class" suggests an



Stapley: "I can't see any change. If anything, my situation is getting worse."

almost aristocratic level of wealth and nobility, while "lower class" carries a derogatory stigma. Indeed, a number of lower-income respondents placed themselves in higher class brackets. Among the 32 people who called themselves upper class, nine had household incomes between \$10,000 and \$20,000. And two with incomes of more than \$40,000 said they considered themselves to be in the lower class.

**Opportunities:** Still, many people continue to deny the existence of any class structure in Canada. "I don't believe it's there," said respondent Glen Seale, 48, manager of a Regina construction company. "There's a class system in the mind of the individual—only if we want to believe it's there." With an annual income now that varies from \$50,000 to \$80,000, Seale worked his way up through the company ranks. And he believes the same opportunities are available to others. "I came into this world with arms," he said. "I had no postsecondary education. And to get where I am today, I worked 10 years without a holiday." New Seale drives a Cadillac

and bought his two daughters new cars when they turned 18. But he disapproves of the reckless consumer spending associated with the so-called "yuppies"—the young upwardly mobile professionals. "If you want to buy that special dining room suite," he said, "you should save up for two or three years until you can afford it."

One of the more obvious signs of class disparity concerns consumer spending patterns. Said DeLima's Gregg: "The 'yuppies' are spending like mad, while the 'downside' people are starting to retrench. Refrigerators aren't selling, but microwaves are. DeLima can't stock enough Audio and Pershing and Saatchi and Schumacher." Basing his views on a broad body of data gathered by DeLima over several years, Gregg concludes that attitudes toward economic recovery increasingly diverge according to class. "If people had the economy in improve-



Seale: A class system is in the mind of the individual.

ing while their own situation isn't, they start thinking someone is getting rich at the expense of others."

In The Maclean's/DeLima Poll that class disparity is clearly evident on a variety of issues. Nearly five in 10 lower-class people surveyed—47 per cent—said that they felt the economy was not recovering, an opinion shared by only 34 per cent of the overall sample. And that disparity is almost identical when respondents were asked to rate the performance of Prime Minister Brian Mulroney. Said Gregg: "The yuppies are saying, 'Let's get it while we can,' and the poor are saying, 'Hell, this isn't fair.'"

Contributing to the disillusionment is the continuing erosion of the North American middle class. With chronic unemployment, even skilled professionals may find themselves on the downside of the economy. "We tend to equate the lower classes with the picture," said respondent Rhonda Bourdon, 42, an unemployed residential designer from Vancouver. "But I know a couple of friends who are professional engineers, and they have been unemployed for three to four years. Would you

Different people have different ideas about what it takes to get ahead or be successful.

Some people say the most important thing is luck, with as being in the right place at the right time.

Some people say the most important thing is privilege, or whether you were born or married into a family with status and wealth.

Still others say the most important thing is hard work, that if anybody really tells their mind to it they can succeed.

Which one of these three points of view best reflects your own?

Luck	16%
Privilege	7%
Hard Work	82%

People sometimes talk about the upper, middle and lower classes. If you had to place your household in one of the following categories according to how you live today, which one would that be?

Upper Class	2%
Upper Middle Class	41%
Lower Middle Class	46%
Lower Class	9%

consider their lower class when they said to be making \$60,000 a year?" Bourdon herself designed furniture for RC's declining forest industry before she became unemployed. She doubts the province's economy is recovering and she lays much of the blame on the government. Although Gregg detects what he calls "the nascent beginning of class-based thinking" in the poll results, he says class identities have not yet hardened. "People are not saying, 'I'm poor, I'm always going to be poor and my kids are going to be poor,'" he says. "The poll suggests that the working class still maintains a basic faith in a system that promises to reward individual enterprise. Alexa Stapley and her husband, John, hope to own their own business one day—their dream is to buy a chip wagon. In the summer they would sell french fries at fairs and parks, in the winter they would drive south. There is a modest ambition. With the chip wagon, "we'd still have to work," she added, "but we'd be working for ourselves rather than someone else."

—BRAND D. JOHNSON in Toronto

# Guilt-edged achievers

For years they have been known collectively as "the baby boomers"—the postwar generation that swelled university enrollment and filled the streets with protest in the 1960s and 1970s. But yuppies, pundits and marketing strategists have focused on the achievers among that generation, and given them a new name, "yuppies"—an acronym for young upwardly mobile (or, alternatively, young urban) professionals. According to media legend the typical yuppie, 35 to 40 years old, lives in a condominium, owns a VCR, drives a new, luxury designer car, dresses not on Toronto and, above all, is consumed by the pursuit of success. Perhaps inevitably, given such terms of reference, the yuppie label has become a mark of derision as well as distinction. In fact, a pair of Toronto entrepreneurs have cashed in on the joke by forming Yappe Inc., which manufactures gifts designed to poke fun at yuppies. Before Christmas it sold \$1 million worth of mugs, sweat-shirts, sweaters, even suits and other paraphernalia branded with the company's "Official Yappe" trademark. "I'm sure no one likes being labelled," said Yappe's 33-year-old president, Pierre Perreault, "but this is a way of labelling someone in a humorous way."

Clearly, yuppies are rife with ambivalence. Still, when asked to classify themselves, 11 per cent of respondents in The Montreal/Monaco Poll called them-

selves yuppies, and another 18 per cent—including fully 48 per cent of the 16- and 20-year-olds—expected to become yuppies in the future. But in many cases the answers were based on little familiarity with the term yuppie. Indeed, half the respondents did not know the term at all before the pollster defined it for them, as "young upwardly mobile professional." The term is best known in urban centres—particularly the Toronto region,



Perreault: "I could have grabbed as much as I pleased"

Some people say that yuppies are different from previous generations in a number of key ways. For each of the following, I'd like you to tell me whether you think yuppies are more like, or the same as previous generations.

## Concern about getting material goods:

More Concerned	59%
About as Concerned	29%
Less Concerned	10%

## Concern about themselves:

More Concerned	68%
About as Concerned	26%
Less Concerned	4%

## Interest in what's going on in the world:

More Interested	47%
About as Interested	33%
Less Interested	18%

where 78 per cent of respondents recognized it. But even among the poll respondents who had heard of it, the yuppie label appears to be a source of considerable division of opinion. Thirty-one per cent of them said that it had a positive connotation, 28 per cent said negative, and the remaining 40 per cent considered it neutral. Tom Beretti, 38, a Toronto electronics man, was one poll participant who told Montreal he does not mind being called a yuppie. "Coming up through the 1960s, we were against labels," he explained. "But now that the

million years are gone, we've become goal-oriented."

Still, even among self-described yuppies only a "bare majority (34 per cent)" thought the term was a "positive" description. Glen Middleton, 34, a physician in Barrie, Ont., reluctantly conceded he is a yuppie but hastily added in a subsequent interview that he lacks the usual trappings. Although he and his wife, Monique, also a physician, earn a combined annual income of about \$150,000 and own a house worth more than \$175,000, he does not own a VCR, gold processor or other luxury gadget associated with yuppies. Middleton lives in town at two local hospitals. He is a three-year-old Honda Civic and admits the lure of high-class condominiums. Still, he enjoys spending \$100 on a good meal—or on a new pair of jogging shoes to support his devotion to long-distance running.

Not surprisingly, 70 per cent of non-yuppies polled said yuppies were more concerned about themselves compared to previous generations. But 66 per cent of self-described yuppies agreed with them—a sign that most yuppies are conscious of their own materialism. And that awareness may be tinged with guilt, only a third of the poll's upwardly mobile yuppies considered themselves "more concerned than previous generations about helping the disadvantaged and the poor" and "more concerned to ethics and principles."

**Material:** Acknowledging their own materialism, 50 per cent of self-described yuppies conceded they are more concerned than their elders about "getting material goods." On the other hand, more young upwardly mobile professionals have clearly discarded the yuppie label and the values it implies. One of them is Chady Pearce, 38, a Vancouver forester who left a lucrative B.C. government job three years ago to take a teaching post. At the same time, she abandoned a lifestyle that included a BMW, a fancy town house and "all the gadgets." Declared Pearce: "I began to feel very uncomfortable, because I found those things had no real value to me." Pearce grew up as a lawyer's daughter in British Columbia's Kootenay Mountains, and as her career burgeoned she was embarrassed to see her standard of living overtake her parents'. Last fall she returned to university for graduate school. "I must have grabbed as much as I always will please," she said, "but it didn't please me anymore."

**Guilt:** For many yuppies—notably those who have spent in their mid-30s to settle down and have children—mobility and affluence are marred by a gnawing sense of guilt. A generation that lauded its analytical skills on social issues in the 1960s now often uses them to judge consumer options. Said 36-year-old Robert Becker, who runs a small land-surveying business in Bridgewater, N.S.: "You always feel a little guilty about acquiring material things. You get a VCR and then you sit there and wonder where you got it, and how it was made and so on." Raised by strict Monastay parents, Becker is now married, and he and his wife, Kelly, have two children, aged 1 and 2½ years. He spent much of his life "hitchhiking and wandering around" before

studying to become a surveyor. And despite his current status as an upwardly mobile professional, he claims to live a simple life. "We're just running along with a mortgage and working as hard as we can changing diapers like everyone else," Still, Becker dreams of making a small boat around the world. "I guess that's pretty humanitarian," he admitted.

**Woopies:** Meanwhile, entrepreneurs are refining their strategies to turn yuppies into a lucrative concept. Perreault of Yappe Inc. says he says he will extend his trademark from novelty gifts to serious designer clothes that will display the Official Yappe logo more discreetly. Already, he has secured a trademark for Yappe Puppies, a label designed to sell what he



Middleton: rejecting the trappings associated with yuppies

calls "a better-quality line of kids' clothes." Meanwhile, a generation of aging consumers who are outgrowing their yuppie status can look forward to new labels. David Currah of Featherbe, an interior design outlet in Burlington, Ont., defines his clientele as "well-established professional types whose children have left for universities or careers." He calls them well-off older people—or "woopies" for short.

—DEAN B. JOHNSON in Toronto

# A world's fair gets on track

Ever since it was first announced in 1986, Vancouver's Expo '86, the \$1.5-billion world's transportation and communications fair that opens in May, has been a controversial issue. Critics declared that British Columbia's 1986-1987 share of the cost was a burden, that the \$1.5 billion was a waste of taxpayers' money at a time when the battered B.C. economy was only slowly recovering from recession. Now, as the four facilities approach completion in downtown Vancouver, the objections have become muted. With construction slightly ahead of schedule and costs projected to be under control, enthusiasm in building "Vancouver," predicted Dale Morrison, director of the United States pavilion, "is going to restore the good reputation of world fairs."

The turnaround in public opinion was in evidence when 30,000 British Columbians went to the B.C. Pavilion in mid-December for a three-day Expo Christmas party. Declared Vancouver stock promoter and Expo vice-chairman Peter Brown "The critics of Expo have become irrelevant. The momentum of Expo is making over them."

The fair is taking shape like a post-modernist architectural fantasy on a 275-acre site along downtown Vancouver's False Creek. Four months before the fair's May 2 opening, the 500 buildings, amusement rides and food outlets were more than 90 per cent complete. In December, organizers estimated that advance ticket sales already represented 7.1 million visits to the 50-week-long fair—over half the anticipated attendance of 13.6 million. More than 86 nations, states, provinces and organizations planned exhibits.

An ambitious marketing program begins with

three years of telephone surveys in Canada and the western United States and test advertising to gauge consumer interest. Then, in October, Expo launched a \$15-million television advertising campaign based on 50,000 feet of film and computer graphics produced in Toronto, Los Angeles and Vancouver.

Fears that the Expo budget was

prospective visitors away by driving up hotel prices. To prevent that, Vancouver Mayor Michael Harcourt has threatened to publish the names of hotels that showed any signs of trying to overcharge tourists. According to the B.C. Hotels' Association, a survey of 314 hotels within a 50-km radius of Expo in December showed that about 1.5 million rooms out of a possible two



The B.C. pavilion (left) and waterfront seating; Pattison (below): postmodernist skyline



running out of control also have been allayed. As the scale of the fair expanded, the projected cost soared to \$1.5 billion early in 1985 from \$950 million in 1983. But Expo officials insist that there will be no further increases and that the costs will be largely covered by lottery funds and tax revenues generated by the fair. One reason for the more stable financial picture, the efforts of Expo chairman and gemologist James Pattison, a self-made millionaire whose financial empire includes British Columbia's largest real-estate dealership as well as the international Ripley's Believe It or Not! museums. He restricted strict financial controls and prizes for employees who came up with cost-cutting proposals.

But there are concerns that the pre-fair promotions could turn

million are still available for the 168 days of Expo and that room rates increases would be mainly in the area of 10 to 15 per cent. Still, at Vancouver's Britannia Major Hotel, about a 20-minute walk from the Expo site, rates will climb to \$85 from \$55 for one night during Expo.

When Foster Charles and Princess Diana have officially declared the fair open, visitors will be treated to a variety fanned of spectacles, amusements and high-tech diversions ranging from the fair's musical ride, the Kiwi Ballet and a spectacular double helix-shaped roller coaster called the Screamin' Machine to the rival space exhibits housed in the U.S. and Soviet pavilions. For their part, government officials and businessmen say that they are hoping a successful fair will bring the province long-term returns as foreign investment. And fair vice-chairman Brown "Never again will we have the chance of selling ourselves in such a dramatic way."

—JANE DUBOIS with David Lunden in Vancouver

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## Death knell of a refinery

**B**efore Parliament adjourned for Christmas, Quebec Tory Minister of Industry Minister Steven Dymally announced his intention to introduce a proposed bill of Gulf Canada's eastern Canadian properties and prevent the closure of its Montreal refinery. At stake were some 400 jobs in the city's southernly depressed—and traditionally Liberal—Kensington-Royal district. To prevent the purchase by British-owned Ultramar Canada Inc. would have cost the federal government, and last week, after a review by Investment Canada, Steven said the go-ahead.

For \$120 million Ultramar will acquire Gulf's refinery, close it and integrate Gulf's 672 service stations in Quebec and the Atlantic provinces into its own retail network of about 800 stations. Ultramar will spend \$125 million over the next five years to upgrade stations and improve its own refinery at St. Ramoald near Quebec City. Stevens said that the move would increase profits for Ultramar, helping it to fulfil a 1963 commitment to offer to sell at least half its equity to Canadians, if feasible, by 1988.

The fate of Gulf's Montreal refinery was put in doubt in 1984 when the company's U.S. parent was taken over by Chevron Corp. In August most of Gulf's Canadian assets were acquired by a consortium of Canadian companies, Ltd., Forterra and Petro-Canada. In bidding for the properties, Ultramar made no secret of its plan to close the refinery. At least two other firms—including Quebec's Gac Microprocesses—expressed interest in buying and operating the refinery. But Petro-Canada opted for the Ultramar bid is the refinery, political pressure was mounting to block the sale to Ultramar. Declared Montreal's *Le Soleil* "It is unacceptable to let these private interests freely will to keep this refinery open."

But Stevens attempted to offset political criticism by announcing that Octreva would provide about \$50 million in aid to Petrobrant Inc., a Montreal petrochemical firm employing 350 people. Quebec Industry Minister Daniel Johnson welcomed the aid to Petrobrant and said the province would match it, but added that closing the refinery was not in Quebec's interest.

—PAUL GOSSEL, in Chicago

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WHERE THE WORLD IS AT HOME

## An onslaught of terror

It was 9:15 a.m., two days after Christmas, and Rome's Leonardo da Vinci Airport was crowded with holiday travellers. People bound for Tel Aviv were checking their baggage at the corner of Israel's El Al Airlines, while others lined up at nearby Psa Airlines and TWA counters. Suddenly, four partly masked gunmen appeared among them and began lobbing hand grenades and firing automatic rifles wildly. Italian police shot back, setting off a five-minute gun battle. "I heard people shouting and crying," said Father Franco Seffignia, the airport chaplain who was standing about 50 yards away. "There were people lying on the ground. One was trying to stop a hemorrhage with a belt. While I was helping the wounded I blamed several dead bodies." One witness said that a wounded terrorist flashed a victory sign with his fingers as he died. Added Anna Grametta, who works at a nearby gift shop: "It lasted for a thousand years, it never seemed to end."

Within about five minutes, 800 km

away in Austria, three armed terrorists triggered a similar bloody scene at the El Al counter in Vienna's Schwechat Airport. Witnesses said the men rolled five hand grenades into a crowd of passengers in the departure lounge and, when the grenades exploded, airport police opened fire. "The moment I saw these five black balls rolling into the hall I knew it was an action against Israel," said witness Reinhardt Stabert. Added Elizabeth Truninger, an Austrian schoolteacher who was standing behind him when the fighting started: "I looked back and saw a lot of blood on the floor, tables overturned, baggage and clothes everywhere. It was terrible." The terrorists dashed out of the building and fled in a commandeered car, but in a shoot-out about three kilometres from the airport, police killed one and captured the other two.

Last week's near-simultaneous attacks killed 18 people of various nationalities—15 in Rome and three in Vienna—and wounded at least 125. It was the 12th major terrorist attack

causing loss of life in 1985. Authorities said that all the perils in the Rome and Vienna assaults were either killed or captured. Although the shooting raged indiscriminately around both airports, El Al—Israel's national airline—was clearly the primary target. Italian Prime Minister Bettino Craxi said that "according to a first evaluation they probably belong to the extreme Arab-Palestinian fringe." Israeli Defence Minister Yitzhak Rabin was even more specific: he blamed the Palestine Liberation Organization—without specifying which faction of that divided group he believed was responsible. However, Rabin did say that Israel had expected terrorist violence this week to mark the 20th anniversary of the founding of Yasser Arafat's PLO governing the West Bank.

At week's end, four groups were linked to the attacks. A note found on Mohammed Serhous, one surviving terrorist of the Rome massacre, identified him as a member of a group called Martyrs of Jerusalem. The note also cited vengeance against earlier Israeli reprisals as a motive: "For every drop



Bodies of victims of Rome's Leonardo da Vinci Airport: 'It never seemed to end'

of blood shed...a river of blood will be shed in exchange," it warned. Three other groups, the Arab Guerrilla Cells, Red October, and the Palestine Arab Nihil Organization, also claimed responsibility. It was not certain how seriously authorities were taking the claims. Serous in the Middle East suggested that pro-Syrian Palestinian guerrilla factions could have played a part in the slaughter, which came at a time of growing tensions between Syria and Israel over a Syrian buildup of

aircraft carrier in Lebanon.

Whatever the case, the attacks did not come without warning. In the Netherlands, police and their Interpol, the Paris-based international police agency, had cautioned them two weeks earlier that Arab terrorists might strike major European airports over the holidays. But while airport security police reacted promptly to the terrorist assaults in Rome and Vienna, they were unable to prevent the deaths and injuries. In Rome, airport worker

Ducilio Bernardi said that when the gunfire stopped, he realized that "a colleague had shuddered on with his body and he was wounded. Then I saw a puddle of blood and near him was a little gun-dead." Among the other victims, 13-year-old American Nicholas Simpson, the daughter of a Rome-based Associated Press correspondent, and Gen Donato Merenda, the Mexican military attaché in Rome, who had been sipping coffee at an espresso bar near the El Al counter. Around the world, condemnations of the attacks came swiftly. Pope John Paul II deplored the "barbaric use of violence." In Ottawa, Transport Minister Don Macdonald announced that special police security at five Canadian airports, which had been under review, would continue indefinitely "in view of the current security climate." But the most anguished reaction to the Rome and Vienna attacks came from Israel, which has responded to past guerrilla attacks by striking at Palestinian targets, usually in Lebanon. Last week Israeli Deputy Premier Danit Levy said that "these bombs know no borders and we will hit them whenever they are"—a clear sign that the Middle East's seemingly endless cycle of violence was sure to continue.

—BOB LEVIN with correspondent reports

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LEBANON

## A historic peace pact

In the bedlam capital of Beirut radio broadcast *Friday, Bethlehem* and called the signing of a 23-page agreement to end a 10-year-old civil war, which had cost 100,000 lives, a "new start." There was ample reason for celebration. When the leaders of Lebanon's three most powerful militia forces put their signatures to a peace pact in a Saturday afternoon ceremony in Damascus, the capital of neighboring Syria, it was the first time they had met face-to-face in a formal meeting. It was also the first time military leaders have agreed to a peace treaty of agreements made over many years by politicians without military power had collapsed. And after the agreement to the Syrian-sponsored armistice, Nabih Berri, leader of the Shiite Muslim Amal movement, shook hands with Christian militia leader Elias Hobeika and Druse Christian World Jumbalati and said simply, "It's over," as sides to the three hopped and knelt.

But beyond accounts of the high optimism surrounding that armistice, which needed three months to accomplish, details at week's end were sparse. Sources close to the negotiations said that a new government will be formed—one limiting the powers of the Christian-held presidency and giving Muslims equal weight in the army, parliament and judiciary with Christians, who have dominated the nation's institutions since Lebanon gained independence from France 42 years ago.

Still, even before the ceremonial meeting in the office of Syrian Vice-President Abdel Halim Khaddam, chief of Lebanon was urging resolutions. President Amr Gemayel, leader of the rightist Christian Phalange party, complained privately that he was not consulted about the new pact, which had gone ahead despite a two-month disagreement over parliamentary representation. And Muslim leader Sheikh Saïd Sbihi, leader of the pro-Iranian Islamic Liberation Movement, declared, "The signers of the accord are themselves a catastrophe for Lebanon." And so Beirut's "Green Line" battlefield, a young Muslim militia commander was not convinced that permanent peace lay ahead. Said 19-year-old Abu Youssef, "It's just a truce for maybe one year. It won't last."

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# Visions of expansion in 1986

By Peter C. Newman

A bull market in stocks had no significant drop in unemployment—that is the prospect for the next 18 months.

Even though taxpayers are about to be hit by the nearly \$6-billion hike in taxes from Michael Wilson's May, 1985, budget (and will almost certainly get hit again by an anti-inflation February, 1986, budget), both consumer confidence and stock prices will run high during 1986. Housing starts will continue to fuel the economy, and, for the first time in the past half-decade, businesses will revise their capital spending budgets upward in a significant way.

Michael Rothman, chief economist for Ontario Hydro, predicts growth of as much as 3.5 per cent in Canada's gross national product during the next 12 months. That may not sound like much, but such "modest" gains as Switzerland (at 1.5 per cent) and West Germany (two per cent) will not be equipping as fast. The world's most buoyant economy, Japan's, is expected to grow only 0.5 per cent faster than Canada's. "A typical recession appears inevitable," Rothman warns, "to ensure the normal causes of recession are absent." He adds "There is sufficient spare capacity available—and coming on stream—to allow the economy room to expand, and interest rates are unlikely to be forced into an upward trend."

On Bay Street the mood is predominantly bullish, but disillusionment with the Mulroney government is growing as it becomes increasingly clear that the deficits will not be seriously reduced. Andy Sarles, the investment consultancy's most daring and astoundingly accurate forecaster, predicts that stock prices will double in the next 36 months. "By November of 1986," he told me, "the Dow Jones index will have reached at least 4,000, and during 1985 it will hit 3,000 to 3,700."

Sarles is convinced that the next bull market will move stock levels up faster than any rally since the buying spree of 1980-82. "The biggest gains always come just before prolonged periods of either inflation or deflation," he said. "For most of the past decade inflationary-beneficial stocks and such commodities as gold, real estate and even paintings have risen in value. But during the past three months, commodity prices have collapsed, agriculture has

tumbled into a depression, and many mining companies have gone bankrupt. At the same time, bond prices have doubled, as have most bank and trust company shares. These inflation-sensitive stocks are increasing in value in parallel with the other group of inflation-beneficial stocks. At this point, no one can be sure whether the cycle will end with inflation or deflation. There will be a real explosion in stock prices, because most of today's blue-



Sarles: A boom market around the corner

chip issues are still trading at modest multiples and relatively high yields."

Unlike most economists, who foresee a weak dollar rate of progress, Sarles is convinced that the U.S. economy will grow at an annual rate of seven per cent—and when Congress passes the tax reform act, which he estimates will release an extra \$1.0 billion in spending power. "That," he says, "is what the bull's stock market over the past three months has been telling us."

Such an overheating of the American economy (fueled by relatively low interest rates and enough of a reduction in the overseas value of the U.S. dollar to not import) could cause the tempo of the Canadian economy as well. But Sarles expects our dollar to keep sliding, probably into the 70- to 75-cent range. That should benefit the resource sector and other export-oriented enterprises, but most Canadians will still be ashamed of what has happened to their once-great currency. Canada's national debt will climb to an unprecedented \$350 billion by the end of the next fiscal year, which means that it will take about \$25 billion a year to service it, or nearly \$1 out of every \$3 that Ottawa spends.

As the Mulroney government grows evermore desperate to tap new revenues that might help offset this monstrous debt burden, the Tories will also move across taxes on the rich. That could mean the death knell of the \$500,000 capital gains allowance that was the great centerpiece of Wilson's first budget. Such a move would only the business community against the government. Bay Street is already nervous because of the impact on the federal deficit and because the attempted bailout of the two Alberta banks proved that, given a chance of allowing market forces to operate freely, the feds decisively interfered in the economy.

The financial community is also shaking its head over the federally funded reopening of the Cyprus Airlift mine in the Yukon at a time when new prices are at such dizzy levels that even well-established mines are chafing.

Sarles predicts that interest rates in the United States will drop until the end of the first quarter of 1986—probably to 5.5 per cent in long-term bonds—then rise gradually during the balance of the year. The level of Canadian interest rates will depend on whether the Bank of Canada allows the dollar to float. If Gerald Segal tries to keep our currency at an artificially high level, Canadian interest rates could rise sharply.

"Most investors and even stockbrokers have not lived through the kind of boom market that's around the corner," Sarles maintains. "The end of that boom will take place on the day every last driver on Bay Street is told that the fares are now to double their money."

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## A crisis in insurance

**S**arnich, B.C., a quiet frontier town of 51,000 people nestled against the north side of Victoria, received a financial shock last October as the eight town councillors were trying to renew the municipality's liability insurance policy. Premiums for 1986 would cost \$447,550—up 483 per cent from the \$99,271 that Sarnich paid for insurance in 1983.



Children in playground increased lawsuits and climbing liability insurance rates

And the town council also discovered that for the increased rate the municipality would actually receive less coverage: general liability, which covers bodily injury and property damage, down to \$1 million from \$2 million, and umbrella insurance, which supplements general liability, down to \$4 million from \$6 million.

The large increases for liability insurance are being repeated across Canada. As insurance companies struggle to cope with an increasing number of claims, escalating settlements and decreased profits—net income fell to \$382 million in 1984 from \$751 million in 1983—the shortfall is being passed on to customers. Whitehorse in the Yukon, for one, will pay \$42,000 for 1986 insurance, up 680 per cent from \$7,800 in 1985. Côte-St-Luc, Que., part of the Montreal Urban Community, watched its 1986 rates rise to \$136,000 for \$1 million of coverage—up from \$25,000 in 1985. And the 108-member Alberta Urban Municipalities Association now pays \$1 million for umbrella

insurance. The 1986 premiums \$300,000. Municipals are not alone in facing such increases. In 1983 the Ontario Hospital Association, which arranges liability coverage for about half of its 225 members, faced liability premiums of \$9 million, compared to \$2 million in 1984. In Vancouver, Del Brooks, a vice-president of the Vancouver General Hospital, told *Maclean's* that he ex-

pects the hospital's 1986 premiums to increase by as much as three times over the present \$85,000. Said Brooks: "On top of that, it might be difficult to place the total coverage we need."

Insurance companies and clients alike blame the increases on the growing number of claims and lawsuits in Canada. In 1983 total insurance claims amounted to \$2.05 billion, by 1984 that figure was up to \$4.4 billion. For liability insurance the situation is even worse: in 1984 the industry brought in \$277 million in premiums—and paid out \$323 million in claims and expenses. Said Whitehorse Mayor Donald Bragman: "We were hoping we wouldn't get into the same situation as the United States, where you get up and worry about being sued."

As Canadians become more willing to sue, court settlements are rapidly approaching levels similar to those in the United States, where million-dollar awards are commonplace. Indeed, last March the Ontario Supreme Court ordered the city of Brampton,

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## FILMS

### Discord in darkness

RAM

Directed by Akira Kurosawa

**R**AM, the Japanese word for "chain," is director Akira Kurosawa's magnificent adaptation of Shakespeare's *King Lear*—and the summation of 75-year-old Kurosawa's life work. Although faithful to the play's shattering world view, the film, set in 14th-century feudal Japan, forges its own unique vision. Its Lear figure, Lord Hidetora Ickimasa (Tatsuya Nakadai), divides his kingdom covetously among his three sons. When the youngest, the loving but impetuous Shogoro (Deluzio Rygi), kills his father "a smile and food," Hidetora sends him into exile. The old man is then shuffled back and forth between the estates of the two elder sons until he is left, half mad, to wander the land.

Run is glorious to behold, placed in its intricate complexities and swirling with color in its battle scenes. The absence of sound in one stunning battle sequence intensifies such images as a soldier gazing fascinatedly at his own severed arm. Trapped in a besieged castle, Hidetora's resolute courtiers cough, or flail disbelievably at the fumes of battle blood with blood to create an unforgettable spectacle.

Kurosawa departs from *Lear* most significantly in his Red Hot vision: what's suffering is determined by how he has behaved previously. As a young man, Hidetora mistreated the family of Lady Kueko (Mieko Harada). Now his daughter-in-law, she seeks vengeance as Hidetora's clan. In Lady Kueko, who crushes an insect in her hand while pretending to weep, Kurosawa has created a woman who rivals Shakespeare's Lady Macbeth for ruthlessness. One of the few survivors of the chaos is a blind sage, Tsurumaru (Takashi Nagasu), the film's closing image is of Tsurumaru groping with his cane on the edge of a precipice.

Run has an epic sweep and the solemn pacing of a funeral march. It shows a world in which, as the court fool says, "Man is born crying. When he has cried enough, he dies." Kurosawa offers a despairing view where reconciliation comes too late and the only ray of light is a rare act of human kindness.

—LORRAINE UGBLE

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## A long train's journey into night



De Mornay, Roberts and Vogtin: gold teeth, beatings, knife fights—and a simple moment of truth

**RUNAWAY TRAIN**  
Directed by Andrew Koshelnitsky

**D**espite its curious mixture of cliff-hanger action and experimental art drama, *Runaway Train* is a surprisingly effective film. After an old four-engine diesel train pulls out of a station in Alaska, its engineer dies of a stroke. Its only passengers appear to be two stowaways, Marny (Ron Vogtin) and Buck (Eric Roberts), who have escaped from a maximum-security prison. The hurtling runaway, which at one point threatens to collapse on a retreating trestle bridge and at another to collide with an oncoming passenger train, is obviously a symbol for life itself out of control and leading to inevitable disaster. But director Andrew Koshelnitsky (Morris Levens) has taken a screenplay by Allen Ruderman and built a solid foundation for that metaphor. From the visceral impact of the first prison scenes, the film gathers momentum and builds course skillfully to its final destruction.

Although its symbolism is gloriously obvious, *Runaway Train* is a compelling film. The prison warden (John P. Ryan) calls his inmates "pieces of human waste" and is obsessed with destroying Marny, who is serving a life sentence for murder. Vogtin, beefier and more grandiose than he has ever appeared before, rebukes Marny with

such contempt for the world that the viewer is drawn hypnotically into his eyes. There are scenes around his eyes, one of which is half shot, a gold tooth given him a terrifying smile. With the help of Buck's report, he escapes from prison in a laundry basket. The two flee through blinding snow and ice to hide aboard the train.

*Runaway Train's* vision is as positive as the harsh Alaskan environment. Despite its bleak outlook, hope for reprieve eventually comes through an act of self-denial. Still, *Runaway Train* never becomes soft. Beneath its glacial-driving pace are taut, subtle moments. The tension in the escape scene—when Buck is transporting Marny hidden in the basket—culminates as Buck and a guard, whose friendship he has been cultivating, exchange a look of sudden mistrust. Another film-maker might have played the scene for its suspense. Koshelnitsky directs it to expose that single moment of truth. Later, aboard the train, the two conversants discover another passenger, the engineer's assistant (Rebecca De Mornay). As Marny, to stop the wildly speeding train's engines, frantically forces Buck to get out and jump from one car to the next, she screams at him, "You're an animal." "No," he shouts back, "wise—human."

*Runaway Train* astoundingly addresses the question of what is human.

It features scenes involving beatings, a man having his head shoved into a toilet bowl and a gory knife fight that may cause some viewers to recoil in disgust. But Koshelnitsky never takes his audience's approval of his protagonists—only to understand them. *Runaway Train* is so free in its convictions that it achieves a special integrity. Its characters live on the edge; their performances, especially Vogtin's, have an astonishing headlong intensity. Surviving through life with the same recklessness as the train, they are scared, half-demented and doomed—but bristling alive. *Runaway Train* has small comfort to offer as a warning, but with its intelligence and rhythm, it does possess its own strange power.

—LAWRENCE OTOOLE

### MACLEAN'S BEST-SELLER LIST

#### Fiction

- 1 The Monolith Menace, *And (2)*
- 2 Tracy, *McKenna (3)*
- 3 The Deadman's Train, *Armed (4)*
- 4 What's First in the House, *David (5)*
- 5 Contact, *James (6)*
- 6 The Red Fox, *Heath (7)*
- 7 Secrets, *Shaw (8)*
- 8 Lucky, *Collier (9)*
- 9 London Match, *DeMott (10)*
- 10 Skipton Crew, *King (11)*

#### Nonfiction

- 1 Straight from the Heart, *Clifford (2)*
- 2 Company of Adventurers, *Norman (3)*
- 3 Islands, *James with Knack (4)*
- 4 Traps, *Boyer and Jones (5)*
- 5 The World of Robert Bontano, *Gray (6)*
- 6 Elbow and Me, *Feeling with Maroon (7)*
- 7 Elbow, *James, McKenna (8)*
- 8 Dancing in the Light, *MacLean (9)*
- 9 Golden: The Secret Lives of, *MacLean (10)*
- 10 Hiding in the Dark, *MacLean (11)*

1 / Fiction list only



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# The curious science of curiosity

By Stewart MacLeod

Not long ago, New Democrat Jim Falcon stood in his place, which is Parliament, and expressed a sort of outraged wonderment over the fact that the government was spending \$40,000 on "research relating to the development of methods of testing and analyzing trends."

He seemed to harbor a profound belief that the government, by shoddy around, could have gotten a better price. And at first blush one would tend to agree that, considering the fact that the dossier period has been around since 1954, the world should now have a sufficient collective knowledge of the instrument.

But we'll never know. When the federal government decides to "contract out" in their research and development projects, it's well paid responsibility for a great overvalued taxpayer to see the justification or, for that matter, the results.

I mean, if you had stumbled across that \$10,000 contract a couple of years ago for an "investigation of the causes of disability in research responses to geomorphology and at factors of fermentation and of early embryonic loss following superovulation," would you have challenged its worthiness? Would \$10,000 look like a bargain?

For all I know, it's the steal of the century and the project may well revolutionize whatever it pertains to, but you and I will never be sure. And we're not talking chicken feed here, these contracts have been running at about \$800 million a year or, for the sake of comparison, about four times the cash put up for the sale of de Havilland Aircraft to new American owners.

The scientific community may be extremely upset with the Mulroney government's cutting into the area, but between last April and November there were still 2,274 research contracts awarded, with an average value of \$45,552. In the same period of 1989 the total was \$264 with an average value of \$59,936. In other words, they are still available.

And regardless of how carefully the projects are screened—quite a number of the contracts stem from unsolicited proposals—it's probably safe to conclude that the odd chicken stroke by the instance, the dog named sausage.

Even about that \$35,000 contract for the "development of a partial pressure wattless." That strikes me as something that deserves a few questions.

In Washington, where the U.S. government has a similar interest in some rather obscure projects, there is an outfit called the National Turpentine Outlets which expenses numerous outrageous sums on some truly oddball contracts. It was not at all pleased with a \$180,000 contract, given to a Columbia University professor, for "an analysis of the electrical processes operating in Imperial Russia between 1906 and 1917" or for that obviously separate study, worth \$105,000, into "the arc lives of scorpion flies and the extent to which food availability determines how males compete among themselves for females."

By merely poking fun at a sponsoring government's spending—whether fair or not—it would serve to discourage

**Know it or not,  
Canadian taxpayers  
have paid for deep  
research into 'flatus  
factors in dry beans'**

unnecessary undertakings. But every month hundreds of these contracts are awarded in Ottawa, and, unless a Jim Falcon rises to test one out in Parliament, the list automatically slips through disinclined hands like an out-of-date town schedule.

Actually, I once made a serious effort to follow up on a \$25,514 research project into "isotopic motivation"—it had something to do with why, we like to look at things—but further explanation quickly surfaced me.

I think I did grasp the significance of a \$10,000 study into "the reverse direction of barbed wire along the top perimeter of a security fence, but why bother getting too scientific? After all, that's precisely compared with the \$25,514 spent at the same time for the "development and calibration of Jerusalem artichokes for an energy crop."

But you didn't know that just two years ago you helped finance a \$36,000 research project called "a wave study on West Indian roasters," assuming that Mr. Columbus could have cheerfully used 494 years ago. It was a more novel than the \$29,000 we spent the

previous year for "acute element analysis of storm surges in the Bay of Bengal," but it was no doubt worth the difference. For all I can recall, storm surges in the Bay of Bengal might have been an a subject back then—although it's becoming difficult to remember anything prior to AMT, tone and Toronto's dammed madman.

Here, how about \$60,000 for a "study of the desirability of trucks in snow"? And I know we're talking petty cash here, but did we really need an \$11,700 probe into "the impact of damped mold on the Dungeness crab?" I mean, just how often it will damage on the Dungeness crab?

Personally, I am more comfortable with that three-year old contract given to a Lund university professor for an "improvement in the spreadability of butter." I haven't yet seen the lab results, but if he tells me to warm the butter in room temperature, chances are we've been had.

Other contracts, taken at random from the past few years, which a Canadian Coalition Against Curious Contracts might want to question, include \$665,000 to regulate urban mud dust as a source of suspended particles; \$185,000 for a "humility analysis of the proposed Canadian biting fly control"; \$13,446 for the "research among determinants of head banded material"; \$15,000 for a "biological comparison of winners and scooped batters"; and \$19,790 for an "analysis of the resonance as the role of the automobile." Just wait until we are told its primary role is transporting Jerusalem artichokes.

Who knows, if the coalition wanted to follow the progress of these programs, it could conceivably get a government research grant itself. After all, someone did get \$24,000 to study the "micro-economic prospects of diffusion of information technology." And who's to say that didn't cover similar ground? Someone else managed to get much more—\$24,000 is fact—to study the "flatus-making factors in dry beans."

There is no indication we tried to lower research costs by urging other countries to join us in these projects. Anyway, while the Americans have their own pet project—Star Wars—we obviously have ours. It's just that no one put there seems to be paying much attention.

After Falcon's lecture in our meeting.

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